

**THE  
MACARONI  
JOURNAL**

**Volume 46  
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**December, 1964**

# Macaroni Journal

OFFICIAL PUBLICATION  
OF THE  
NATIONAL  
MACARONI MANUFACTURERS  
ASSOCIATION




**DECEMBER, 1964**

**Los Angeles Meeting**

**Durum Show Report**





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Christmas  
and Best Wishes  
to our friends  
everywhere*

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## THE SUPERMARKET REVOLUTION

A digest of a series of articles by Martin Rossman, Los Angeles Times staff writer.

THE supermarket industry today is a fragile giant — Goliath with a tendency to head colds. For the moment, it is in reasonably good health, ringing up an estimated \$40 billion of the \$60 billion American consumers are spending on food each year. But it's sitting in a draft.

The chill wind is sweeping in from Washington where President Johnson has called for a National Commission on Food Marketing. The cry for a food industry investigation was touched off by what some see as an increasing price spread between the price a farmer gets for his product and what the consumer finally pays for it. Depressed beef prices have added to the furor. U.S. cattleman lost an estimated \$2.5 billion last year, and there has been grumbling about "price manipulation."

### Welcome Investigation

The industry seems ready to answer the charges. Most responsible leaders in the industry say they would "welcome" formation of a commission and a searching look at the entire foods industry.

Said Robert A. Magowan, president and chairman of Safeway Stores, to Warren G. Magnuson, chairman of the Senate Commerce Committee: "Safeway will welcome an objective study that is concerned with determining the facts. We believe that such an investigation will clear up misunderstandings of how low-cost distribution is achieved through modern supermarket merchandising and how it benefits both producers and consumers."

### Margins Are Small

Other industry leaders tend to agree. Claude W. Edwards, president of Alpha Beta Acme Markets, said that the increasing price spread is caused by "a multitude of things" including increasing labor and operational costs, "taxes upon taxes" and the consumer's insistent demand for convenience foods requiring more and more handling. But, he insists, "margins in the industry are as small as ever." T. A. Von der Ahe, president of Von's Grocery Company, goes along with this statement, maintaining that food chain average net profit as a percentage of sales has declined every year for the past six years — from 1.44 per cent to 1.2 per cent.

Merle L. McGinnis, director of the food distribution program at the University of Southern California's School of Business Administration, probably



Martin Rossman

sums up industry sentiment on the pending investigation:

"The American supermarket is a symbol throughout the world. The industry contributes more to the improvement of the standard of living than any other, but it doesn't get the credit. An investigation will put the facts on the record.

"The difference in what the farmer receives and the consumer pays . . . accounts for the cost of processing and converting raw materials into consumer products. Actually the cost difference represents added value which makes raw materials saleable. There has been considerable value added in the processing, preparation and packaging of the convenience foods which have created a bigger market for many farm products."

### Housewife Ultimate Judge

One of the most widely repeated phrases in the supermarket industry today, whether it applies to a product or a practice, is: "The consumer won't accept it!" Who is this most powerful force in a \$40 billion-a-year industry, the ultimate judge of what stays on the shelves? Dr. Ward J. Jenssen, a marketing consultant, sees the "average" Southern California shopper like this:

She is about 30 years of age, has one child and gears her shopping to a family of between \$6,000 and \$7,000 a year. She makes an average of just under two shopping trips a week, one a major shopping visit and the other a "fill-in." She spends an average of \$30 a week on food, representing 22 per cent to 26 per cent of the family income.

The large trip usually takes place on Thursday, Friday or Saturday. She visits 2.12 supermarkets in a typical week, usually within a radius of two miles of her home, spending just over 30 minutes in the store. She does not use a shopping list. Her biggest complaint is the slow-moving checkstand line. She also dislikes buying items from displays that are stacked too high and is prone to select items from displays that already have a few items missing.

### Rise of Convenience Foods

Dr. Jenssen finds that the shopper more and more comes into the store looking for menu ideas. She is also becoming very cosmopolitan in her meal planning and thinks nothing, for instance, of starting out with vichyssoise and ending up with baked Alaska. As a result she is leaning more to imported and exotic foods. She is also suddenly quite diet and cholesterol conscious.

These reactions on the part of the housewife have led to a tremendous rash of new products — and the most significant increase in sales has been in the use of convenience foods. Their use has increased eight times faster in the last several years than general goods. But a curious phenomenon is noted: despite the housewife's desire for convenience, it is possible to make items that are too convenient. She resists them because they take individuality and the opportunity to create away from her. She likes to add a little something — her own special touch. It's as if she is saying: "Look, I'm not lazy just because I'm buying this prepared mix. I can still fix it better than anyone else can."

### Discount Houses

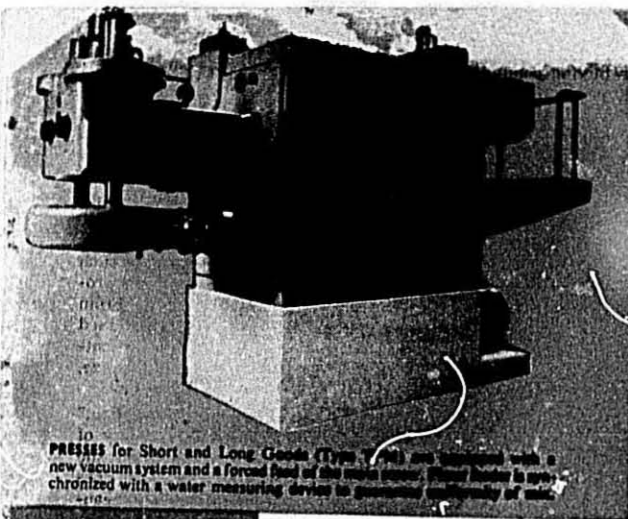
A new and growing segment of the grocery business is the discount house. The magazine, *Progressive Grocer*, reports that the incidence of combination discount house-supermarkets continues to grow in number and sales volume, presently accounting for \$1.4 billion, or 2.4 per cent of U. S. grocery sales.

In Southern California, the food discounters' advances fail to disturb composure of the chains. Ben Schwartz, executive vice president of Foods Co. Markets, operating both conventional supermarkets and food, liquor and drug discount departments, says: "Discounting is a new phase of retailing and it

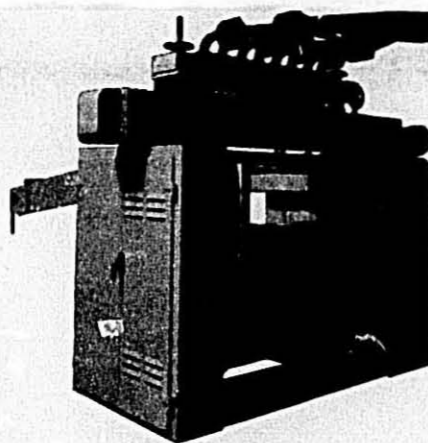
(Continued on page 9)

# SEASONS GREETINGS

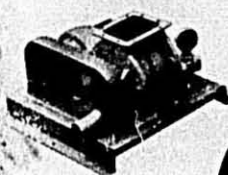
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**PRESSES** for Short and Long Goods (Type T) and (Type S) with a new vacuum system and a forced feed of the product. Presses are synchronized with a water measuring device to produce a quantity of milk.

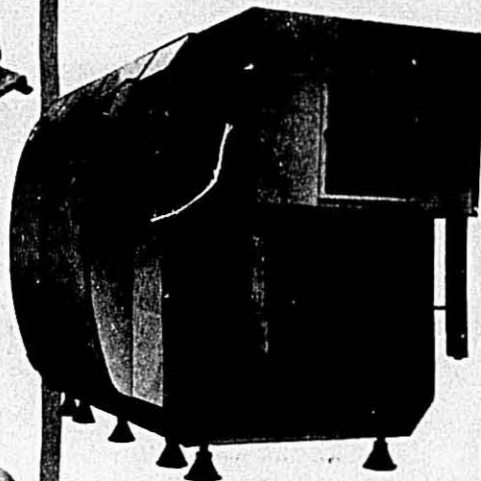


**AUTOMATIC SPREADER** (Type TSH) has water jacket with 8 inlets to produce a perfect extrusion pattern. Die is unlocked by manually turning two hand wheels.



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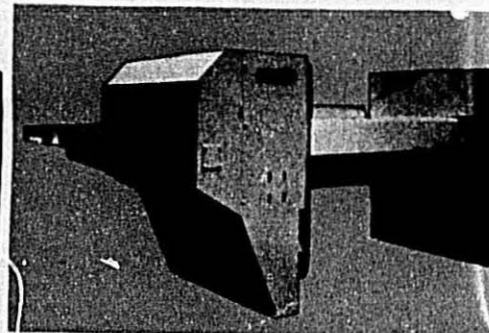


**PRE-DRYER and FINISHING DRYER** for Long Goods designed to produce automatically, with almost no supervision, a first class product and to yield an optimum color effect. Sanitary construction with swing-out panels, better insulation and new positively controlled stick transfer are the features of this new and unique machine.

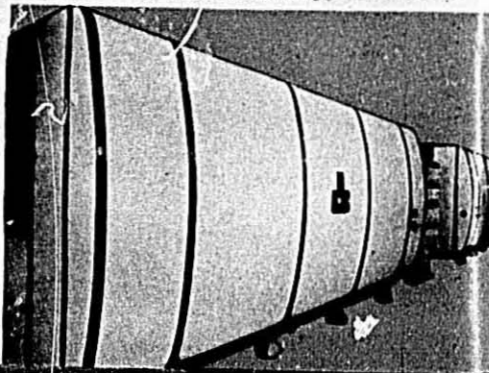


Fluid lift blower unit

**PRE-DRYER and FINISHING DRYER** for Short Goods and Noodles. Automatically, with almost no supervision, these dryers produce a first class product with optimum color effect. Sanitary construction, swing-out panel, better insulation and new S-Element drying conveyors are features no other make can offer.



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### Supermarket Revolution— (Continued from page 6)

will probably take ten or twelve years to evolve a final form."

Schwartz says food discounting operations now take three forms: one within a general discount house; one free-standing next to a discount house; and the third a free-standing, converted supermarket. With his company wearing both hats — conventional supermarket and discounting — it is not surprising for him to voice the conviction: "There appears to be room for both types of operations." And many conventional supermarket executives take the same live-and-let-live view.

#### Supermarket Here to Stay

Merle L. McGinnis, of USC, sees it this way: "There will always be room for the discounters, but they're just doing what the chains did originally — streamlining their operations. The spread (between the two) isn't as wide as one would suspect. The discounters' savings come through cheaper locations, lower labor costs and no stamps. There also is a lack of variety, particularly in the perishables."

Albert Ralphs, Jr., president of Ralphs Grocery Co. says: "There are lots of different ways to merchandise food. Most discount houses use food as a leader to attract customers into the non-food departments. But they sacrifice a lot in convenience, service and sometimes in quality to do this. Many discount houses are having trouble with their food operations. I feel the supermarket is here to stay."

#### The Shelf Crisis

It is a minor crisis in your neighborhood supermarket every time a new product tries to jam its way onto the shelf. "We have anywhere from 20 to 200 new products offered to us each week," says J. Earl Garrett, president of Mayfair Markets. "Some are entirely new, but where are you going to put them? There's just so much shelf space."

Progressive Grocer reports that the average supermarket is given a choice of about 1,000 new products each year, chooses about 600 of these to introduce and discontinues between 200 and 300.

The supermarket industry is ruthless when it finds a product loafing on the shelf. Although a supermarket may carry between 7,000 and 9,000 items, its profits are determined by just 300. Some items have big turnover and small profit; others turn slowly but have big profit. What the retailer is interested in is not turnover, but dollar profit.

Who, then, makes this crucial decision of what goes on the shelf and what comes off? Often it is the supermarket department buyer. Sometimes it is a

decision made by a buying committee, composed of the buyer and group of chain executives. The buyer's role has changed in the last fifteen years. Now he's becoming more of a merchandiser and less of a buyer. He has a multitude of duties: he must set retail prices for his merchandise, allocate shelf space, control warehouse inventory, set up a merchandising program, advise on advertising and store layout, keep an eye on competition and spot short- and long-range trends.

Two factors of increasing importance have crept into the battle for shelf space: the stocking of non-food items and the use of private label merchandise. But here we find the chain executives divided in their interpretations of this trend; they look at it with varying degrees of warmth.

#### Warehouses Feed Network

Always proud of its reputation for efficiency, the supermarket industry perhaps takes the most pride in its distribution system. The warehouse is the heart of this operation. These huge structures, equalling a dozen or more football fields, hold tens of thousands of cases of merchandise which end up on your neighborhood supermarket's shelves. Most of the larger Southern California chains have their own centers. All other chains rely almost exclusively on two cooperatives, Certified Grocers of California, Ltd. and Alfred M. Lewis, Inc.

Both Certified and Lewis were formed about forty years ago when a small group of retailers found they were paying more at wholesale than the chains were selling at retail. They banded together in order to survive. More and more automation is coming into play in the huge warehousing business. They were palletizing before World War II, and today it is the basis of all modern warehousing. It probably will not be long before all order-filling will be done on a computer basis.

#### Profitable Locations

No general plots his campaign more carefully than do the supermarket chains in the battle for Southern California's prime locations. Supermarket sites are chosen on the basis of "a thorough and scientific investigation," according to J. Bert Easley, vice president and treasurer of Alpha Beta Acme Markets, one of the fastest growing chains and therefore much involved in site selection.

"This method is a long way from the old divining rod system used in days long ago," Easley says, "when a cruise of an area was the basis for selection. We used to call it a 'windshield survey.' In those days," he says, "stores were smaller, leases shorter and the financial commitment much less."

Today, according to Easley, with 20-year leases and options to renew, plus the cost of fixtures, inventory, back-up inventory and distribution facilities, a site decision is a million dollar commitment.

This decision is based on all the data a chain can lay hands on, including maps, aerial surveys, census reports, building permits, studies by groups such as Stanford Research Institute, and projections by utility companies. From these and other sources are determined the population of an area, traffic patterns, family size, income levels, age, ethnic factors and shopping habits.

"Our basic tenets in site selection," says Easley, "are ready accessibility of the housewife to all the facilities she finds it convenient to use when she goes to the market—like a laundromat, beauty parlor, dry cleaner. Summing up the role of site selection, Easley states: "Location is the first essential to success and probably the biggest single contributing factor. The best operator in the world in a bad site will have a hard time making the grade."

#### Automation at the Checkstand

Some day you may walk into a supermarket, select your groceries by closed circuit television, have them checked out by a computer and pay for them with a credit card. The supermarket industry and some of its close observers see such an operation as a likely development — not just a possibility.

"Automation in some form or other at the checkstand is imperative and it's coming in the near future," states Dr. Ward J. Jensen, marketing consultant. According to Jensen, the checkout-line is the one point at which today's shopper loses her enthusiasm. Waiting in line gnaws on her, and it's the point at which she begins to find fault with the store, he says. Jensen reports that visionaries in the industry see the day when items will be priced with radioactive material. At the checkout stand, a geiger-counter type gadget will measure the radioactivity and convert it in to dollars and cents.

#### Forecast For Future

Other far-out ideas are also being weighed:

- Use of IBM-type cards representing the product, which the shopper will select, take to the checkout stand, have processed, pay her bill and pick up her groceries at the door, all automatically.
- Use of closed-circuit TV where the shopper sees various items flashed on a screen in full color and indicates her selection.
- Use of large catalogs, similar to those used by giant general merchant.

(Continued on page 14)

## Complete Macaroni Plants by

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## DURUM SHOW



Julie Kay Dunkirk, Fargo, North Dakota, 1963 Miss Durum-Macaroni, presents the Honorable William L. Guy, governor of North Dakota, with a sheaf of durum as a symbol of the emphasis being placed on durum during the month of October.

LUDVIG Gullickson of Adams, North Dakota, exhibiting a 65 pound test weight sample of Wells, was named Durum King and winner of the NMMA Sweepstakes Award at the 28th Annual United States Durum Show held at Langdon, North Dakota, October 20-21-22.

The sample which Gullickson entered was also judged the best of the 505 samples in the Open Division. Winning the Professional Class was Palmer Dahlgren, also of Adams, and a former Durum King. He exhibited a 64 pound sample of Wells. This class is open only to previous winners in the Open and Certified classes.

Larry Bosh of Lawton, with a 61 pound entry of Wells, had the best sample of the fourteen entered in the Future Farmers of America Division. Bruce Swenson of Adams won the 4-H Division with a 63 pound entry of Wells.

### Beauty Pageant

Myrna Rae Munson of Lakota continued her winning ways in queen competition when she was named Miss Durum Macaroni. She outdistanced a field of nine other hopefuls at the beauty pageant, the kick-off event of the three-day show.

It was the third title in less than six months for the 17-year-old blue-eyed beauty. She had previously been named Miss Lakota, and last month while competing as Miss Lakota she captured the Miss Nelson County title. Her sweet smile, talent on a trumpet, and poise in public speaking helped her win the contest.

Sponsors of the event were the Langdon Jaycees and the U. S. Durum Show.

### Rust Resistance Necessary

On the Show program, Gene Hayden of the Crop Quality Council observed that the quality of this year's double crop was good, and that research that developed rust resistance in the new varieties of Wells and Lakota were necessary insurance for such bumper crops. He noted that the potential of hybrid wheat is unknown but is something to watch closely, and that semi-dwarf varieties of durum are coming.

### Frost Damage

Frost damage was a big topic of conversation at the show. At one end of the range, it was felt that the subject has been over-emphasized, inasmuch as only 15 per cent of the crop has been hurt. On the other side, 15 per cent of the 60,000,000 bushel crop is a third of domestic requirements. Damaged wheat has been coming to market first with better grades held back on the farms in storage. Further, small amounts up to tolerance levels could damage an otherwise high quality crop. Average test weights and protein content are running above last year's levels, and the new grading system which has been tightened up would not be any different for 97 per cent of the crop than last year's grading.

Dr. Kenneth Lebsack, U. S. Department of Agriculture durum breeder, said rust resistance is still a major problem and requires three-quarters of the plant breeder's time. New monies for

research will be used to improve market quality such as large kernel size for better milling yields and possibly resistance to sprouting.

### Product Promotion

In discussing product promotion, Robert M. Green of the National Macaroni Manufacturers Association pointed to the doubling of macaroni tonnage in the past sixteen years and an increase in per capita consumption by 40 per cent. In calling for continued cooperation between the North Dakota State Wheat Commission, the Durum Wheat Institute, and the National Macaroni Institute, it was pointed out that the restaurant and institutional field offered great potential not only as a rapidly expanding market but as an educational source creating desire on the part of consumers to eat more macaroni products in the home. Mr. Green cited figures showing earlier marriages and more working wives that create the trend for more meals away from home and a greater demand for convenience in the home.

Mark Heffelfinger of the Peavey Company took a miller's look at the certificate program, presenting a day-to-day chronicle of the uncertainties in the situation from the passage of the wheat bill to the payments of 70 cents a bushel beginning on July 1. With the necessity of monthly reports, the millers are finding that with internal auditors, outside auditors, and auditors from the U. S. Department of Agriculture, it is tough being a taxpayer plus being a tax collector.

### Export Potential

Exports held the center of the stage in the afternoon sessions. Dr. Richard Goodman of the Great Plains Wheat, Inc., told how that organization works for export promotion with offices in Washington, Western Europe, South America, and the Orient. Chuck Herman, chairman of the Greater North Dakota Association Agriculture Committee, commented on the need for transportation adjustments to help landlocked North Dakota get wheat to the West Coast in position for export if the Far Eastern market is to be developed.

Dr. Kenneth Gilles of the Department of Cereal Technology, North Dakota State University, reported on a durum industry team trip to Europe last spring. Despite problems in semantics, different yardsticks for measurement including sieve measurements, and competition with larger kernel size for better milling yields from Canadian, French and Argentine wheat, the team thinks that a potential of 10,000,000 to 12,000,000 bushels of American durum

(Continued on page 22)

THE MACARONI JOURNAL



King Midas now offers you the most complete line of durum products in the industry—the total range of grades and granulations. Whatever your specialty, King Midas has the right product for you. That's why our standards as a supplier have to be so high; why we maintain the most complete laboratory facilities; why we back up our line with

a continuing testing and quality control program that reaches all the way from scientific wheat selection to product development research.

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PEAVEY COMPANY  
Flour Mills

DECEMBER, 1964

## NATIONAL MACARONI WEEK



National Macaroni Week display window at General Mills, Minneapolis. Packages, cans, and cartons from 38 macaroni companies were included in the display.

Eh, compari—it's National Macaroni Week!

### In North Dakota

In North Dakota, Governor William L. Guy issued the following proclamation:

WHEREAS, wheat foods have been the staff of life for civilized man since Biblical days, and throughout the world wherever macaroni foods are enjoyed, durum semolina has been the standard of quality; and

WHEREAS, macaroni—once considered a nationality food—because of its nut-like flavor and great versatility has become a gourmet entree on menus throughout the world; and

WHEREAS, increased per capita consumption indicates strong future demand and a bright future for North Dakota durum growers; and

WHEREAS, durum has historically increased the agricultural income of North Dakota by 50 million dollars annually, and the amount may stabilize near the 85 million dollar mark of 1963; and

WHEREAS, Mother Nature has in 1964 once more given us a bountiful harvest,

NOW, THEREFORE, I, William L. Guy, Governor of the State of North Dakota, do hereby proclaim the week of October 18-24, 1964, as Durum-Macaroni Week, and urge the people of North

Dakota to join in the observance for durum—a distinctly North Dakota crop—and macaroni—a high quality food made from durum semolina.

### In Missouri

The Food Marketing Bulletin, University of Missouri Extension Division, for October 8, devoted itself to a salute to Macaroni Week and macaroni products. Home Economist Helen R. Davies, of St. Louis, was the author.

Two home run heroes of the victorious St. Louis Cardinals were named as "Macaroni Sportsmen of the Year."

Selected for the award, generally made during National Macaroni Week, were Tim McCarver and Ken Boyer, whose circuit clouts won three important games against the Yankees in the World Series.

The players were cited by the National Macaroni Institute for using their noodles in waiting for and selecting the right pitches to poke into the staps. Two of the strategic homers were hit by Boyer, one in the final game.

Macaroni Week was mentioned over 165 stations coast-to-coast on the NBC-TV show "Let's Make a Deal." This was telecast in color on October 23.

The press around the country picked up the release from Sills & Company that Americans annually consume more than 1,500,000 pounds of macaroni products. They had figured out that this

was the equivalent of 713,600,000,000 feet of spaghetti or more than 135,150,000 miles. This would expand to 149,696,000 miles after the spaghetti was cooked.

### General Mills Salute

Up in Minneapolis, General Mills went all out in promoting the week. In Progressive Grocer Magazine for October, they told 71,000 grocers that macaroni is the one item that returned 655% extra profit in related item sales. Ad is shown on adjoining page. They displayed 47 brands of macaroni products in their main office during the month, and sent out 281,417 pieces of mail carrying the "Support Macaroni Week" overstamp.

In the company cafeteria macaroni menus were featured from the Gourmet Entrees cookbook. These included Ham-Macaroni-Broccoli Casserole; Baked Salmon and Shells au Gratin; Spaghetti Tetrizzini Armando; along with macaroni and cheese, spaghetti and meat balls and lasagna. Each dish was highlighted on the menu boards by a special arrow: "Today's Salute to Macaroni Week."

In their Chicago area office at Park Ridge, Illinois, the cafeteria served Macaroni Week specials, and distributed macaroni recipes. During the luncheon hour, the American Film Festival award-winning movie, "Durum . . . Standard of Quality" was shown in the Conference Room.

On Friday, October 23, arrangements were made with a Chicago area manufacturer to build a display of macaroni products and to give them as samples to General Mills employees. In return, a case of pancake mix for the macaroni sales manager's Boy Scout troop completed the swap and made everybody happy.

### Around the Country

Grocery stores around the country featured the theme "Food Is A Bargain." With macaroni, spaghetti, and egg noodles among the most economical, these menus for fund-raising dinners were sent out in recipe releases to food editors around the country.

To United Press International:  
Baked Spaghetti and Cheese  
Vegetable Gelatin Salad  
Banana Butterscotch Pudding  
Coffee

To 254 television commentators:  
Macaroni Cheese Souffle  
Tomato Summer Squash  
Orange Cream Sponge  
Coffee

(Continued on page 14)

THE MACARONI JOURNAL

What one item in your store returns 655% profit per unit?



## Macaroni

When it leaves the store so do sauces, soups, meats, cheeses, etc. Every dollar spent for macaroni sells \$6.55 in related products.\* Pasta this in your hat. National Macaroni Week Oct. 18-31!

GENERAL MILLS DURUM SALES

\*Colonial Study GENERAL MILLS







More Participants at the Los Angeles Meeting. At the long table (left to right): Emil Spadafora, Jim Winston, Peter F. Vagnino, Jr., Ralph Sarli, Paskey DeDomenico, Albert Robilio, Francis DeRocco. Photo to the right shows NMAA Directors Robert William (left), Peter J. Viviano and Lloyd E. Skinner discussing industry matters.

#### Los Angeles Meeting—

(Continued from page 5)

Secretary reported the decision of the IPACK-IMA Show to hold its exhibit of macaroni manufacturing equipment, materials handling and packaging machinery, in Milan in the fall of 1966 rather than June. It was recommended that these plans be followed so that the possibility of arranging an international conference of macaroni manufacturers might be considered to coincide with this exhibition.

Since the meeting, the exhibitors at IPACK-IMA have requested that this show be brought forward to be held from the 11th to the 17th of September, 1965, to avoid any undue concentration of exhibitions dealing with an identical field of activity in the same year.

Association President Fred Spadafora commented on competition in the food field. He emphasized the futility of deals and urged manufacturers to keep their sights high.

#### Supermarket Revolution—

(Continued from page 9)

diers like Sears, Roebuck and Montgomery Ward.

• Use of credit cards solely, rather than dealing with checks and money.

At present, while there is a go-slow approach to what is being done in the front of the store, much is going on behind the scenes to increase productivity. Merle L. McGinnis, director of the food distribution program at USC's School of Business Administration, sums up the aim in one sentence:

"The secret is getting the right merchandise in the back door and out the front door with a minimum of handling." According to McGinnis, automation's main role in the supermarket industry will be in the area of reducing handling costs, since wages constitute nearly half of the industry's costs.

Improvement in the meat operation is one of the most pressing needs. Central packaging and perhaps frozen fresh meats are seen for the future.

Gerald A. Awes, president of Lucky Stores, also sees a great deal of mechanization in the warehouse. "But automation is different in the store — there's no way to get cans on the shelves except by hand," he stated.

"Our biggest problem," says Mayfair's president, J. Earl Garrett, "is increasing labor costs. The increases have averaged 5 to 6 per cent a year for the last fifteen years. And we've just signed a five-year contract with built-in increases each year."

There is general agreement that the trend to convenience foods as well as specialized and exotic foods will continue to accelerate.

#### Supermarket of Future

What will the supermarket of the future look like? There are those who say it may take the form of a "theme market," following out a particular theme. The Piggly Wiggly Continental in Encino, California, for example, is French, complete to wine cellar. Crawford's in Alhambra is western in motif. Bon Vivant in San Diego boasts a sidewalk cafe. A supermarket in Kansas has been singled out as a "sprawling Norman castle of retailing."

But some industry leaders feel that while these theme markets are very attractive and there will always be room for a unique place, it will not become a major trend. T. A. Von der Ahe, president of Von's, thinks theme markets have a place. "But you can't put in a chain of them. You'd lose the novelty, the enchantment."

There are those who believe that the greatest advance in automation of the supermarket has already been made — self-service. Says Von der Ahe: "We put the products on the shelf, give a woman a cart and let her walk around. She provides her own automation." Von der Ahe cautions against plunging into automation in the shopping operation. "I see a lot of problems with these things. I think we're pretty much down to the point where any revolutionary ideas of automation are going to take the fun out of shopping."

#### National Macaroni Week—

(Continued from page 12)

To General Newspapers "A" List:  
Baked Noodles and Cheese  
Molded Applesauce Salad  
Butter Pecan Cake  
Coffee

To General Newspapers "B" List:  
Spaghetti and Pork Sauce  
Lettuce Wedge Salad  
Autumn Spice Cake

To General Newspapers "C" List:  
Tomato Vegetable Soup  
Macaroni Shrimp Salad  
Applesauce Cake a la Mode

To the Pittsburgh Courier Syndicate:  
Spaghetti Tuna Casserole  
Macaroni Vegetable Salad

To Afro-American Papers:  
Spaghetti with Clam Sauce  
Pineapple Cottage Cheese  
October Spice Cake

To Weekly Newspapers:  
Goulash on Egg Noodles  
Lyonnais Green Beans  
Cherry Cobbler

To King Features:  
Escalloped Macaroni, Ham and Cabbage  
Celery Sticks, Olives  
Pumpkin Fluff Dessert

To Bell-McClure Syndicate:  
Macaroni-Cheese Toss Up  
Sliced Tomatoes  
Devils Food Cake  
with Whipped Topping

To Pacific Coast Dailies:  
Baked Turkey Roll  
Green and Gold Macaroni Salad  
Cherry Shortcake  
Coffee

#### In the Trade

Numerous trade publications used our publicity releases on National Macaroni Week. The Cleveland Food Dealer devoted their front cover to a photo announcing the week. Supermarket News, American Grocer, Kansas City Grocer, New Jersey Grocer, Dixie Foods, Kentucky Grocer, Intermountain Food Retailer, and Retail Journal announced the event.

THE MACARONI JOURNAL

**Merry  
 Christmas**

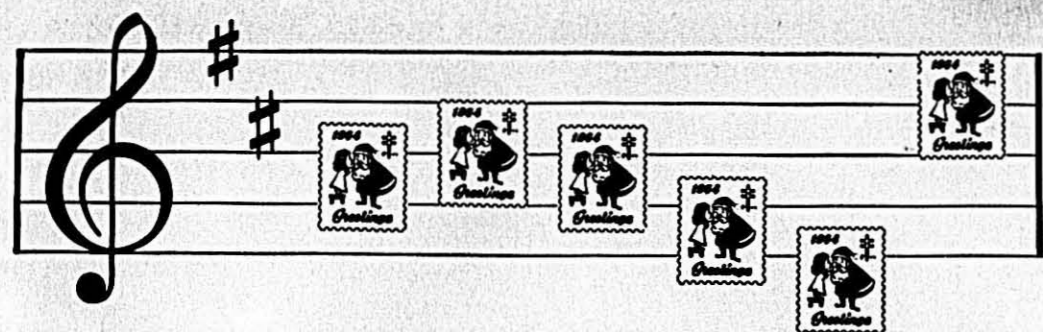
and

A Healthy, Prosperous and Happy New Year

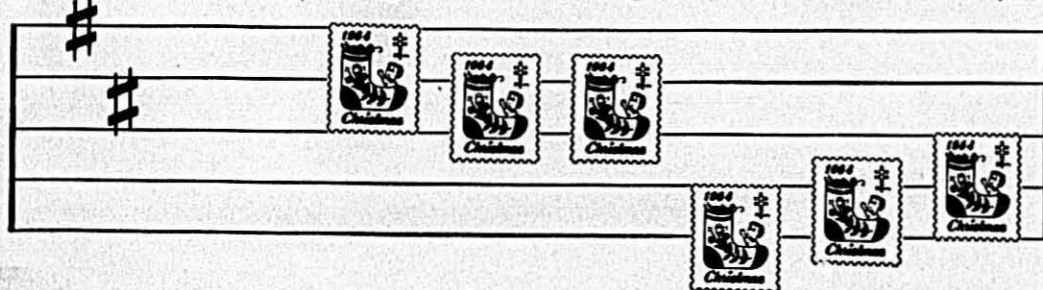


**D. MALDARI & Sons, Inc.**  
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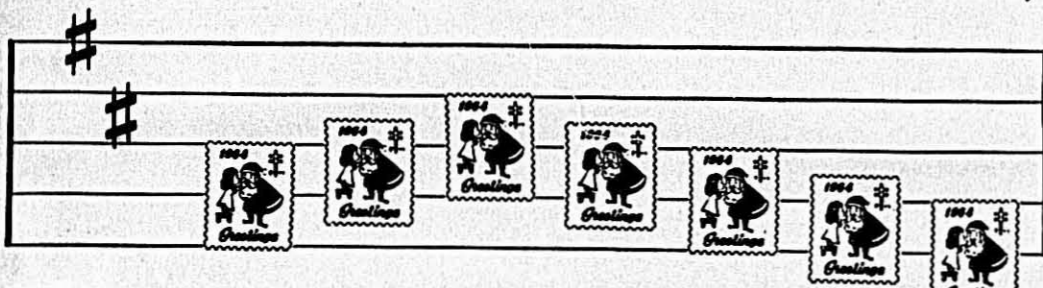




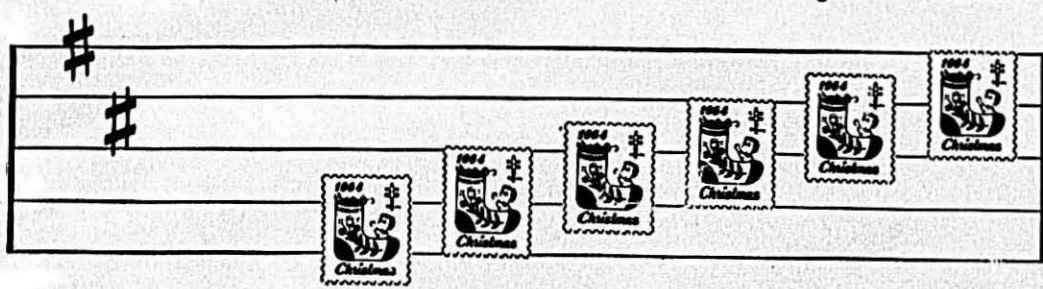
Sing a song of Christ - mas,



A stock - ing full of cheer;



Christ - mas Seals on all your mail



Will mean a Health - ier Year!

Christmas Seals on your holiday mail fight tuberculosis and other respiratory diseases

AFTER YEARS OF RESEARCH, EXPERIMENTATION AND ENGINEERING,

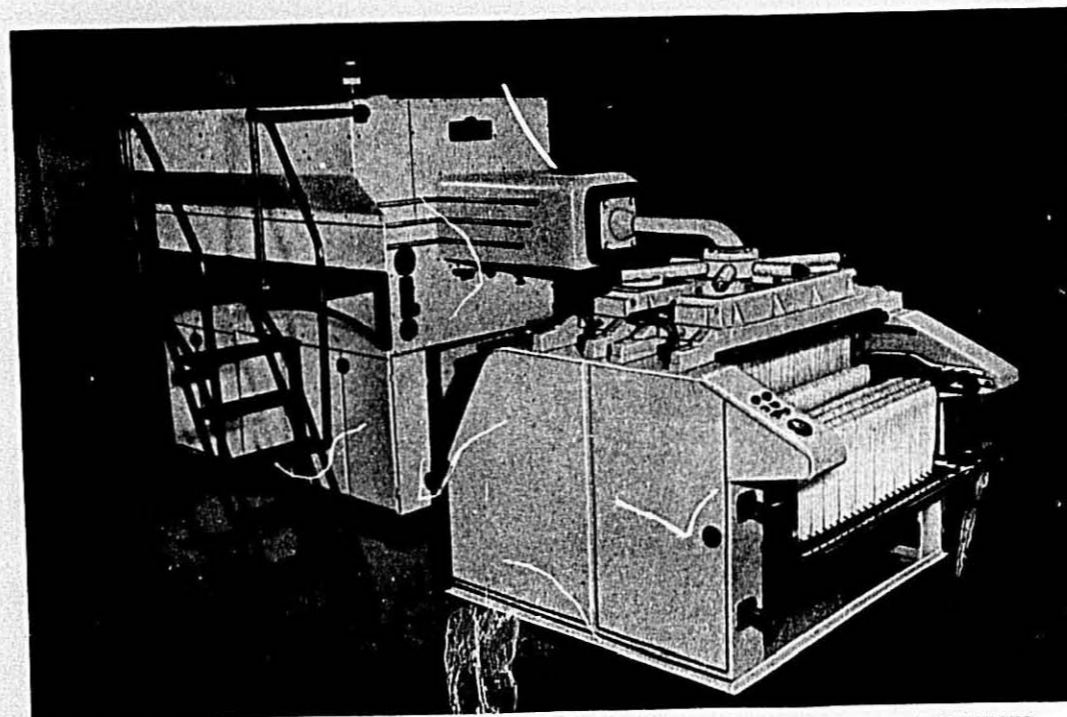
# Clermont HAS ADDED THE MISSING LINK

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a SPREADER which combines slow extrusion for a superior quality product with top production for increase in volume; a SPREADER which extrudes uniform stick patterns for minimum trim and an eye-appealing product of invariable smoothness, color and consistency; a SPREADER which produces continuously on a 24 hour daily operation with the Clermont VMP-5A, 2000 lbs/hr press—"The Greatest of All Long Goods Presses."

This SPREADER is destined, like other Clermont long goods equipment, to meet the exacting requirements of particular manufacturers. After you have studied the features of this machine only a personal inspection can reveal the full measure of its superiority.



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## Cheery Cheese Recipes

IN celebrating the October Cheese Festival, the American Dairy Association released these recipes designed to appeal to lively fall appetites. A novel version of macaroni and cheese made use of Edam instead of Cheddar, and suggested the homemaker could save time and effort by using canned cream of chicken soup in place of cream sauce. This gives the casserole a pleasing hint of chicken flavor, and smooth, creamy texture. Blend the soup with cooked macaroni, eggs and seasonings, plus pimiento for bright color accents and mellow Edam cheese for flavor. The perfect garnish for this Macaroni and Cheese Superb is a sprinkling of fresh mushroom slices sauteed in butter. This finishing touch turns it into a gourmet casserole, one you'll be happy to serve your family, proud to carry to a potluck or church supper.

### Macaroni and Cheese Superb (Makes 6 to 8 servings)

- 1 7-ounce package elbow macaroni
  - 2 1/2 cups (3 10 1/2-ounce cans) cream of chicken soup, undiluted
  - 1/2 cup chopped onion
  - 2 tablespoons chopped pimiento
  - 4 hard-cooked eggs, diced
  - 2 cups (1/2-pound) Edam or Cheddar cheese, diced
  - 1/2 pound fresh mushrooms, sliced
  - 2 tablespoons butter
- Cook macaroni, according to package directions, except reduce salt to one teaspoon. Rinse and drain. In a 2-quart casserole combine soup, onion, pimiento, eggs and cheese with macaroni. Saute mushrooms in butter to garnish top of casserole. Bake 25-30 minutes in a preheated 350° oven.

Macaroni Pizza is a new American Dairy Association idea. Cook macaroni and blend it with a custardy mixture of milk and eggs; bake until this has set, to form the base. Add a zesty pizza topping of tomato sauce, oregano, and shredded Mozzarella or Provolone cheese. Add sausage or anchovies, if you like your pizza Italian-style.

### Macaroni Pizza (Makes 6 to 8 servings)

- 1 7-ounce package elbow macaroni
- 2 eggs, beaten
- 1/2 cup milk
- 1 teaspoon salt
- 1/4 teaspoon pepper
- 1 teaspoon oregano
- 1 can (8-ounce) tomato sauce
- 1 cup shredded Mozzarella or Provolone cheese

Cook macaroni in boiling, salted water according to package directions; drain. Blend egg, milk, salt and pep-



The many varieties of cheese available to the American homemaker combine naturally with macaroni products to make for tasty luncheon main dishes.

per. Add macaroni and mix well. Pour into a buttered, 9-inch square baking dish. Bake for 10 minutes or until set, in a pre-heated 400° oven. Remove from oven. Blend oregano into tomato sauce and spread over baked macaroni. Top with shredded cheese. Bake for 10 more minutes. Remove from oven and cut into squares to serve.

For sausage pizza: Top the tomato sauce with 1/2 pound bulk pork sausage, cooked and drained.

For anchovy pizza: Top the tomato sauce with 1 can (1-ounce) anchovy fillets.

Cheeseroni Casserole is made with Cheddar and milk and cream of celery soup. Oregano adds a dash of herb flavor, and you can top it with wedges of fresh tomato and grated Romano or Parmesan cheese for extra color and taste appeal. Satisfy your family with this delicious, protein-packed Cheeseroni Casserole.

### Cheeseroni Casserole (Makes 6 servings)

- 1 7-ounce package elbow macaroni
- 2 cups shredded sharp Cheddar cheese
- 1 teaspoon salt
- 1/4 teaspoon pepper
- 1/4 teaspoon crumbled oregano
- 1 small onion, sliced thin
- 1 can (10 1/2 ounces) cream of celery soup
- 1 cup milk
- 2 tablespoons grated Parmesan or Romano cheese
- 1 tomato, cut in 8 wedges

Cook macaroni according to package directions. Rinse with hot water and

drain. Place half the macaroni in a buttered 2-quart casserole. Cover with half the Cheddar cheese. Mix salt, pepper and oregano; sprinkle half over cheese. Separate onion slices into rings and place half on top of cheese layer. Blend milk with soup and pour half of the mixture over the onions. Repeat each layer. Sprinkle Parmesan cheese on top. Bake 20 minutes in a preheated 350° oven. Place tomato wedges on top of casserole. Return to oven and continue baking 10 minutes longer.

Kid-Pleasin' Meals will be advertised by ADA in January-February. The January issue of Family Circle will have four full-color pages of menu ideas. During February, two more four-color pages of additional ideas will be shown. In one spread, four ideas with a thrifty touch include Oven Butter - Baked Chicken; Spaghetti and Meat Balls; Pork Steak with Milk Gravy; and Cheese Noodle Bake. Trade advertising is carried in fall issues of Supermarket News, Progressive Grocer and Nargus Bulletin.

Lenten advertising in the March issue of Family Circle magazine and selected locally-edited Sunday supplements will push five easy cheese dishes to spark Lenten meals. One of these is Tangy Gouda-Macaroni Toss, a salad suggestion with macaroni sea shells and Gouda cheese. Colorful casestrips and over-the-wire hangers depicting the dish will be available at cost.

### Borden Promotion

"You buy the cheese, we buy the spaghetti!" Borden is running a refund campaign for its grated Parmesan and Romano cheese, with color advertising in Good Housekeeping and Better Homes and Gardens for November. When shoppers send in the wrapper from the cheese package and proof of purchase of a six to eight ounce package of spaghetti, they will receive a 25 cent refund.

### Italian Festival

Food Fair Stores promoted a two-week Italian food festival in 137 units in New York, New Jersey and Connecticut.

The festival features displays of Italian food by Prince Macaroni Manufacturing Co., a major supplier for the promotion, plus decorations and demonstrations. Displays range from colanders and spaghetti bowls to imported Italian grated cheese sweet red onions and spaghetti sauces.

## Decorations Contest

Holiday decorations made from unusual combinations of uncooked macaroni are sparking a contest sponsored by the Ideal Macaroni Company of Cleveland to mid-December. Over \$2,000 in prizes will be awarded in three age group categories for the most original, attractive and imaginative decoration made from any combination of Ideal macaroni products.

Attractive wreaths, miniature Christmas trees and countless other holiday decorations can be fashioned at home or made as school projects with unusually shaped pieces of Ideal macaroni.

A ring of styrofoam, pasted with white glue on a slightly larger ring of firm cardboard, forms the base for a wreath of blue Ideal macaroni shells, twists and rotini. Spray paint, bright Christmas balls and pine cones can add sparkling variety. Ideal Choo-Choo Wheels become tiny daisies by inserting fine wire through the center hold, bringing the ends of the wire together and twisting them. A complete holiday flower arrangement can be made by using Ideal large bows as chrysanthemums, elbow macaroni as 'stock, rotini as zinnias or salvia, and small shells as perfectly formed lilies-of-the-valley. Paper cups, thread spools, white glue and wooden picks or pegs are useful items to help make interesting decorations with macaroni.

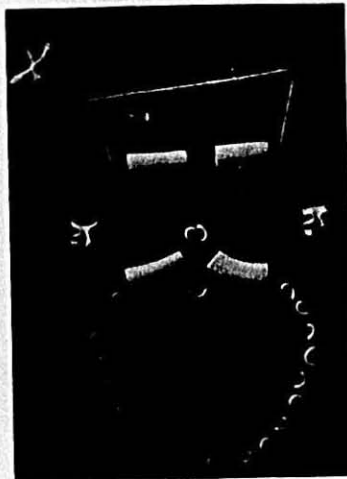
Entries may be fashioned in any shape or form, using any materials combined with Ideal macaroni. To enter the contest, each contestant must be over six years old and send a photograph of his decoration, together with a box top from one of the Ideal macaroni products he used. Entry blanks may be picked up at local food stores.

Prizes will include such items as an AM-FM stereo phonograph, Westinghouse clock and transistor radios, fully equipped "Holiday" bicycles, Emence golden pipe electric organs and American Flyer electric train sets.

## Stew Seasoning

Lawry's Foods of Los Angeles is selling beef stew seasoning mix and chili seasoning mix under the Lawry's label. Mixes come in aluminum envelopes which picture prepared chili and beans and beef stew. Recipes are printed on the back of the packages. Retail price for 1.64 ounces of stew seasoning mix is 25 cents, and 23 cents for 1.62 ounces of chili seasoning mix.

Beef stew seasoning mix has been added to its Copper Kitchen line by R. T. French Co., Rochester, N.Y. Packaged in a foil envelope, the mix will retail for about 25 cents for a 1 1/2-ounce package.

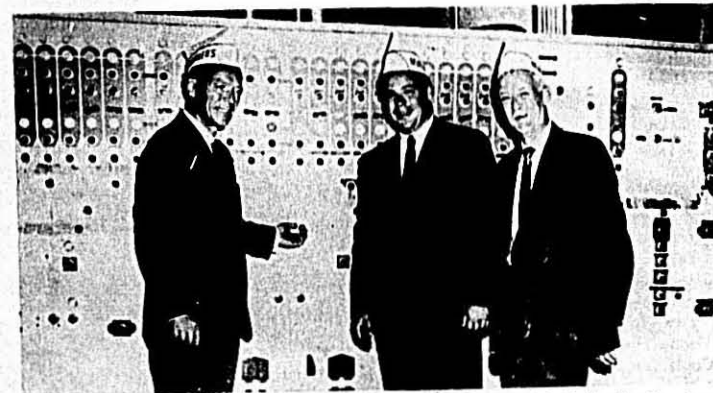


## Deck-A-Roni

Delmonico Foods, of Louisville, is announcing on their packages that wonderful holiday decorating ideas are free inside, with complete instructions for elegant candle holders, charming center-pieces, intriguing tree ornaments—all made from macaroni and noodle shapes.

This all ties in with the use of macaroni products as craft material which has developed into a high form of holiday activity in recent years. (See Macaroni Journal for December, 1963, 1962, 1961.)

The National Macaroni Institute has mimeographed instructions to "Deck the Halls—With Macaroni!" This gives detailed instructions for Christmas wreaths, decorations, candle holders and coasters. It concludes: "For fun and relaxation, try working with macaroni products as a craft material. The possibilities for designing your own creations are limitless!"



From left to right: C. Frederick Mueller, executive vice president of C. F. Mueller Co., Jersey City, John Gambling of Radio Station WOR, and H. Edward Toner, president of Mueller's.

## Selling Soup

Campbell Soup Co. is advertising its fall soup promotion, which features a free offer to consumers of a Campbell Kid (boy or girl) silverplate soup spoon in return for five labels from Campbell's chicken or vegetable soups, on the "Lassie" and "Donna Reed" TV shows. Also being offered is a "Stadium Blanket Premium" for Franco-American spaghetti and macaroni products. Commercials are scheduled on CBS, NBC and ABC network programs including: "To Tell the Truth," "12:25," "Secret Storm," "Match Game," "You Don't Say," "Say When," "Word for Word," "General Hospital," "Trailmaster," "Day in Court," "Lassie" and "Donna Reed."

## Radio Advertising

The C. F. Mueller Company's modern new automated equipment control board was a stopping point on a recent tour of the Jersey City plant by New York City's largest audience radio personality, John A. Gambling.

Mueller's macaroni, spaghetti and egg noodle products are being advertised for a period of six months on "Rambling With Gambling," 5:30 to 9:00 a.m., Monday through Friday.

Mr. Gambling, son of John B. Gambling, famed early morning radio pioneer, conducts his program each morning from WOR's New York Studio.

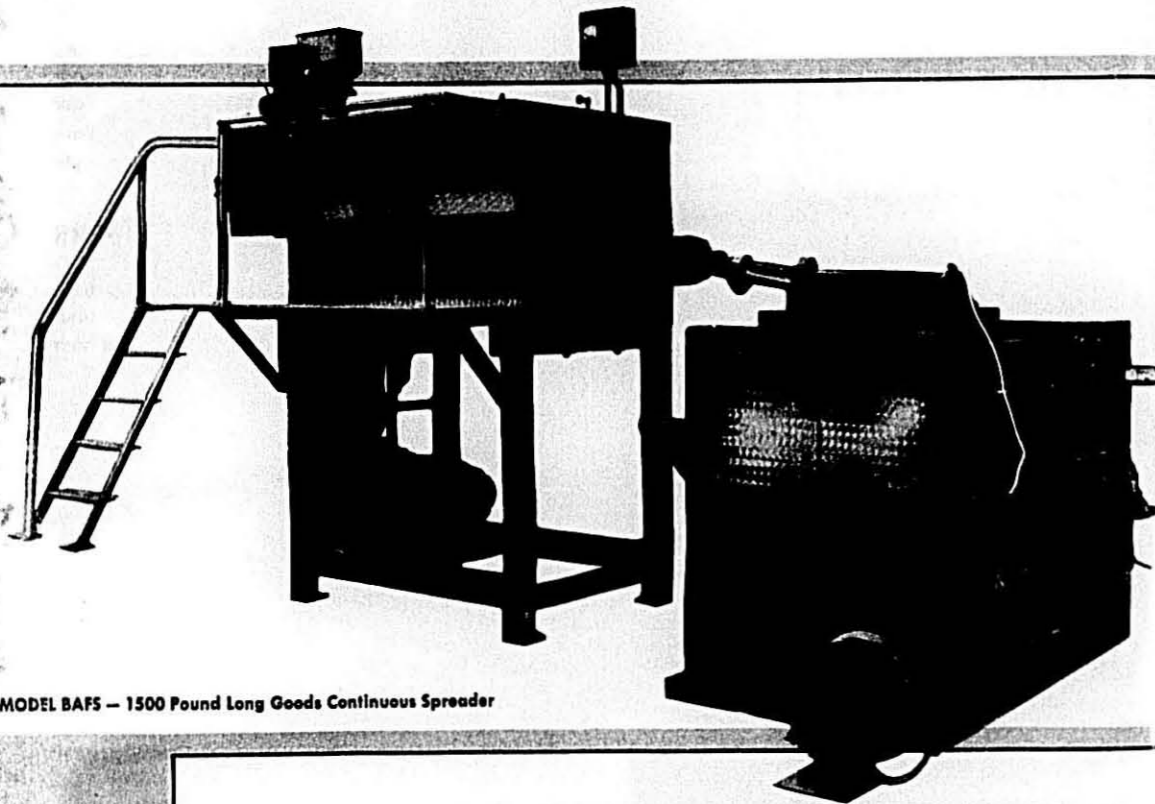
The Mueller Company, which has been making macaroni, spaghetti and egg noodles for over ninety-five years, also assumed full sponsorship of WOR Radio's election night coverage on November 3, from 7:00 p.m. until conclusion, WOR Radio is the flagship station of RKO General Broadcasting.

Doherty, Clifford, Steers and Shenfield, Inc., New York City, is the agency in charge of all of Mueller's advertising.

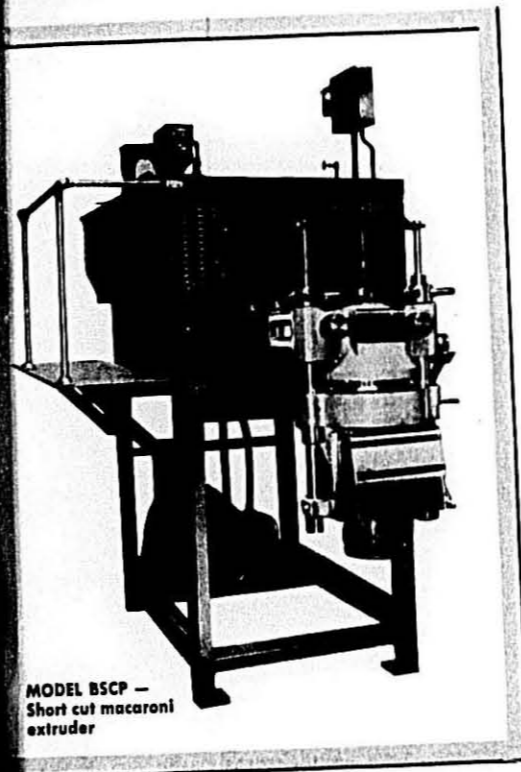
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**SANITARY CONTINUOUS EXTRUDERS**

A new concept of extruder construction utilizing tubular steel frames, eliminates those hard-to-clean areas. For the first time a completely sanitary extruder . . . for easier maintenance . . . increased production . . . highest quality. Be sure to check on these efficient space-saving machines.



MODEL BAF5 - 1500 Pound Long Goods Continuous Spreader



MODEL BSCP - Short cut macaroni extruder

by *Ambrette*

**SHORT CUT MACARONI EXTRUDERS**

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|------------|-------------------------------|
| Model BSCP | 1500 pounds capacity per hour |
| Model DSCP | 1000 pounds capacity per hour |
| Model SACP | 600 pounds capacity per hour  |
| Model LACP | 300 pounds capacity per hour  |
| Model LAB  | 100 pounds capacity per hour  |

**LONG MACARONI SPREADER EXTRUDERS**

|            |                               |
|------------|-------------------------------|
| Model BAF5 | 1500 pounds capacity per hour |
| Model DAF5 | 1000 pounds capacity per hour |
| Model SAF5 | 600 pounds capacity per hour  |

**COMBINATION EXTRUDERS**

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| Short Cut             | Sheet Former |
| Short Cut             | Spreader     |
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**QUALITY** . . . . . A controlled dough as soft as desired to enhance texture and appearance.

**PRODUCTION** . . . Positive screw feed without any possibility of webbing makes for positive screw delivery for production beyond rated capacities.

**CONTROLS** . . . . . So fine—so positive that presses run indefinitely without adjustments.

**SANITARY** . . . . . Easy to clean tubular steel frames give you the first truly sanitary extruder.

For information regarding these and other models, prices, material testing and other services, write or phone:

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**1500 POUND EXTRUDERS** now in operation in a number of plants, occupying slightly more space than 1000 pound lines.

AUTOMATIC CONTINUOUS DRYERS FOR ALL SHORT CUT AND LONG CUT PRODUCTION OF MACARONI ALSO AVAILABLE

\*patented

### Durum Show—

(Continued from page 10)

can be developed with Western Europe the end customers.

Clifford Pulvermacher, director of procurement and sales division of the U. S. Department of Agriculture in Washington, said that exports of durum this year would not exceed 4,000,000 to 5,000,000 bushels, in view of keen world competition. The possible inclusion of durum in the P.L. 480 program might develop export possibilities in Greece, Japan, Taiwan, and Venezuela; but the best prospects are in the dollar market with France, Germany, Switzerland, the United Kingdom, and an outside possibility with Italy.

### Domestic Market Important

George Wilkins of the Minneapolis Grain Exchange emphasized the importance of the domestic market and urged the farmers never to lose sight of quality. "Keep your eye on your competition," he warned; "price and volume alone does not determine what your net will be." He said the long-run outlook is optimistic, and that the consumer rather than farm programs will determine the economic success of all partners in the industry. The competitive market allows the consumer to cast his vote with dollars and cents.

### Macaroni Price Increase

During the week of the show, the Wall Street Journal noted in its Commodity Column that higher wheat costs plus labor and processing increases had prompted the first price rise for macaroni products in over two years. One Chicago producer was reported increasing prices 1½ cents a pound to 21.3 cents.

Most macaroni and noodle manufacturers were booked to the end of the year or later, according to the Southwestern Miller, so sales of durum products during the month were brisk, indicating good retail sales of macaroni products. Demand for cash durum was not consistent, and prices fluctuated widely within the quoted ranges of \$1.60 to \$1.75 for No. 1 Hard Amber Durum. Because of preponderance of poor color, complicated schedule of bids was followed, with five bases depending upon sharpness of color. Discounts for defects were rigidly followed and few cars qualified for top choice. Semolina was quoted in a range of \$8.00 to \$8.20 a hundredweight Minneapolis.

### USDA Figures

The Wheat Situation, published in October by the Economic Research

Service of the U. S. Department of Agriculture, stated that the supply of durum is now estimated at 101,000,000 bushels, the largest of record. The 1964 crop estimated at 61,000,000 bushels in October is over twice as large as the 1957-61 average of 27,000,000.

Expected exports for the current crop year are projected at about 5,000,000 bushels. Only 440,000 bushels were exported the first quarter to Venezuela and West Germany.

Domestic disappearance is estimated at 27,000,000 bushels but may be larger if current sales trends are continued.

On October 1, the Crop Reporting Board estimated that mills, elevators and warehouses held some 43,933,000 bushels of durum; 53,277,000 bushels were held on farms; while the Commodity Credit Corporation held 1,650,000 bushels.

### Canada's Surplus

Canada has a large surplus of durum wheat. Dr. R. L. Kristjanson, executive assistant to the Canadian Wheat Board, told the Annual Meeting of the United Grain Growers that there are now 100,000,000 bushels of durum on hand. Normal yearly sales are about 26,000,000 bushels. Asked if the Wheat Board would urge farmers to grow less durum, he said that this was not the Board's function: "Eventually we'll come to a point where we will no longer allow them to deliver durum, but there are no plans to make such a move immediately," he said. The surplus is due to three unusually large crops. This year's harvest was 33,700,700 bushels.

### Net Income Up

Wallace & Tiernan, Inc., Belleville, New Jersey, raised net income 43% on a sales gain of 30% in the third quarter of 1964, says Robert T. Browning, president. Income was at \$1,860,368, or 45 cents a share, compared with \$1,309,925, or 33 cents a share last year. Operating revenues were \$23,328,058 against \$17,950,770 in 1963.

Record levels were set also for Wallace & Tiernan's first nine months, with net income at \$5,460,063, or \$1.31 a share, compared with \$4,205,233, or \$1.08 last year, and operating revenues at \$65,860,671 against \$51,707,267.

### Anniversary

Harry Deaver, vice president of Peavey Flour Mills Company, was recently given an engraved watch marking his twenty-five years with the company.

### Kuehn Beats Bing

Henry Kuehn, president of the Peavey Flour Mills Division, was among the 39 national winners in the 3M's Company's "Beat Bing" golf contest. He shot a 94 for 18 holes at Minikahda Club getting a net of 71 with a 23 handicap. He wins a trip to Tucson for the national playoff and possibly to Pebble Beach to compete in the annual Bing Crosby national pro-am tournament.

### Standards Change

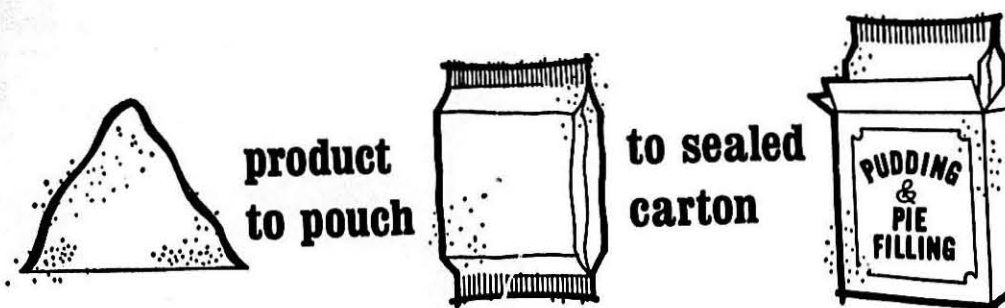
An order was published by the Food and Drug Administration in the Federal Register of October 13 to permit the optional use of concentrated glyceryl monostearate preparations in macaroni and noodle products. The order, which becomes effective 60 days from date of publication changes the original proposal announced in June by limiting the use to 2% by weight of the finished food rather than 2% by weight of the farinaceous ingredient.

"While such a change is of little significance numerically, it will enable chemists who analyze samples for glyceryl monostearate content to report their results on the basis of the weight of the finished food," the F.D.A. said.

Glyceryl monostearate functions by complexing the starches contained in macaroni and noodle products, enhancing the firmness and reduces the stickiness of such products when they are cooked.

The F.D.A. points out that distributors of mono- and diglyceride preparations containing a lower proportion of glyceryl monostearate than the preparation in the order recommended modifications to include preparations containing their products. "Data now available do not warrant the conclusion that diglyceride and triglyceride constituents are effective agents for complexing the starches contained in macaroni and noodle products," the F.D.A. says. "If further investigations should demonstrate that the mono- and diglyceride preparations containing higher proportions of di- and triglycerides function effectively, then the parties may file petitions setting out the facts and proposing that the standards be further amended."

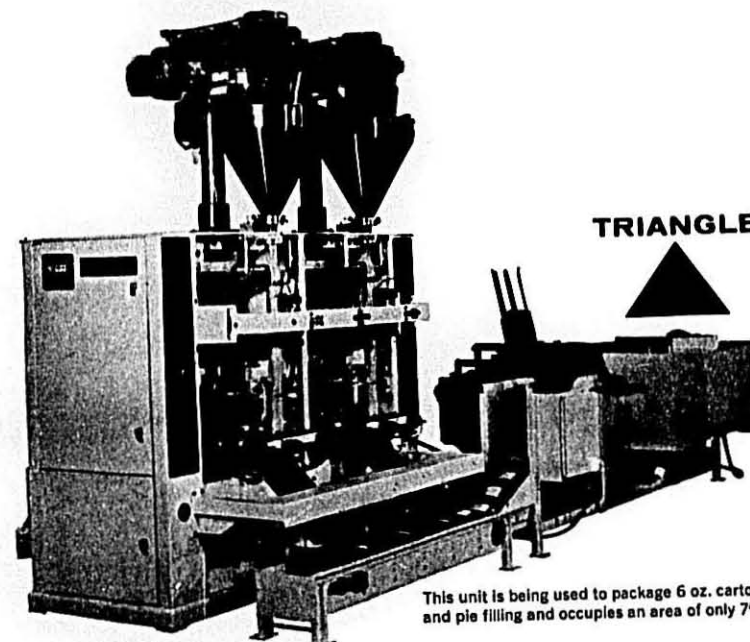
New sections under "Optional Ingredients" were proposed, adding "Concentrated glyceryl monostearate (containing not less than 90% monoester), in a quantity not exceeding 2% by weight of finished food," and new sections specifying that when this ingredient is used, the label statement "glyceryl monostearate added" or the statement "with added glyceryl monostearate" should appear. NMMA did not oppose the proposal if the label statement was required.



product  
to pouch

to sealed  
carton

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The Bag 'n Box packager is an exclusive development of Triangle and Clybourn Machine Corporation. To obtain further information about this spacesaving, moneysaving machine, write to:

**TRIANGLE PACKAGE MACHINERY COMPANY**  
6654 West Diversoy Avenue • Chicago, Illinois 60635 • Telephone (312) 889-0200

## Egg Markets

Egg markets in Chicago during October were steady with little aggressiveness shown. List price adjustments were fractional.

Current receipts of shell eggs ranged between 27 and 31 cents a dozen. Frozen whole eggs ranged between 24.25 and 25.5 cents a pound in Chicago, 2 cents higher in New York and Philadelphia. Frozen yolks of 45 per cent solids rose half a cent to range 53.5 to 55 cents for dark color, 47 to 52.5 for under No. 4 color. Frozen whites were steady at 14.5 to 15.5 cents. Dried whole eggs sold at \$1.10 to \$1.15 a pound, while dried yolk solids were less expensive ranging \$1.08 to \$1.14 a pound.

U. S. Cold Storage stocks showed shell eggs increasing 35,000 cases but withdrawals on all frozen products: about 3,000,000 each on whites and yolks, 5,000,000 on whole eggs, with a total of 11,300,000.

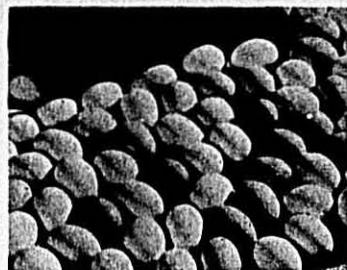
### USDA Program Discontinued

The last purchase of egg solids made by the government under its purchasing program was made the first week of November. Under the program, the government bought a total of 15,787,000 pounds of egg solids. Recent prices paid have consistently been \$1.05 a pound.

## Poultry Program

A four-pronged program has been adopted by the Poultry and Egg National Board. At a recent Chicago meeting, some 75 industry leaders accepted the program, which follows:

- Extend the PENB Committee on Salmonella's study and recommendations, and its cooperative efforts with the Communicable Disease Center, U. S. Public Health Service, Atlanta, to reduce the problem.
- Develop quarterly nutrition messages for use by physicians, dietitians, public health officials and home economists. Findings from studies by Dr. F. A. Kummerow, professor of food chemistry at the University of Illinois, on a research grant from PENB on cholesterol, diet, and the heart will be made available to the above opinion leaders.
- Distribute a 4-page booklet on new research findings on the food value of eggs, new products and uses of eggs and poultry meat, to editors and others in the communications media.
- Develop a stepped-up program for recipes and new information on egg cookery, temperature control for poultry meat, and other industry products information. Patricia Myles, PENB's



new home economist, will develop this kitchen-testing program.

Also, Faith Sellman, director of PENB home economics, offered a 1965 program for consumer information that will tie-in promotions using eggs and poultry with related foods, present taped messages for radio giving tested cooking techniques and "quick tricks" and ideas.

In addition, teachers' kits on the cooking of eggs will be displayed to 5,000 home economics teachers or department heads next June during the American Home Economics Convention; new products will be on display next year at the 17th Annual Poultry Products Booster Day, and a new printing will be made of the PENB folder "9 Easy Ways to Cook Eggs."

The board will participate in the National Egg and the National Chicken Cooking Contests and will participate and co-sponsor the National Sandwich Idea Contest.

### 1965 Promotion Plans

A promotion program outlined by Ted Elliott, director of marketing, and Curtis Swanson, director of communications, includes:

- A January promotion emphasizing the low calorie content and economy of eggs. In-store materials, carton inserts and leaflets offering the booklet, "Look What You Can Do With Eggs."
- Recipes stressing economy and low-calorie features to be stressed in releases to 514 newspapers.
- Food retailers and distributors will be on the receiving end of an expanded mail and personal contact program.
- Tie-ins will be highlighted during National Egg Month, including full-color ads in major consumer publications, and carton inserts and leaflet pads will stress egg recipes.
- During March, meatless meals will be featured in point-of-sale materials, radio scripts, newspaper ad mats, and recorded radio messages.
- The "cool" qualities of eggs will be stressed during summer months.
- During the fall, tie-ins such as the current Rath Packing Co. \$100,000 promotion on eggs and bacon, will be planned.

- Retailers will receive mailings and publicity in the trade papers and magazines, and will be personally contacted.

- School lunch supervisors will be alerted to the value of eggs and poultry meat for the National School Lunch program.

- Promotional kits detailing meal planning information will be featured by the National Restaurant Association for its 15,000 members.

It was reported that 16 of the major poultry breeders had agreed to participate in a new poultry breeder-hatchery program and more are expected to do so next year.

The PENB is opening a membership drive to secure 300 new members next year.

## Egg Products Production

Production of liquid egg and liquid egg products (ingredients added) during September was 35,178,000 pounds, 15 per cent larger than the September 1963 production, according to the Crop Reporting Board.

Liquid egg used for immediate consumption totaled 4,673,000 pounds, up 18 per cent from September last year. Quantities used for drying totaled 11,560,000 pounds, 34 per cent more than the 8,624,000 pounds dried in September 1963. Liquid egg frozen totaled 18,945,000 pounds, 5 per cent more than in September 1963.

Egg solids production during September totaled 2,886,000 pounds, an increase of 13 per cent over September last year. Production of whole egg solids was 946,000 pounds as compared with 230,000 pounds in September last year. Albumen solids totaled 805,000 pounds, 53 per cent more than the 526,000 pounds last September. Output of yolk solids was 632,000 pounds, 20 per cent less than the 792,000 pounds produced in September 1963. Production of other solids was 503,000 pounds, 50 per cent below the production of 1,000,000 pounds produced in September 1963.

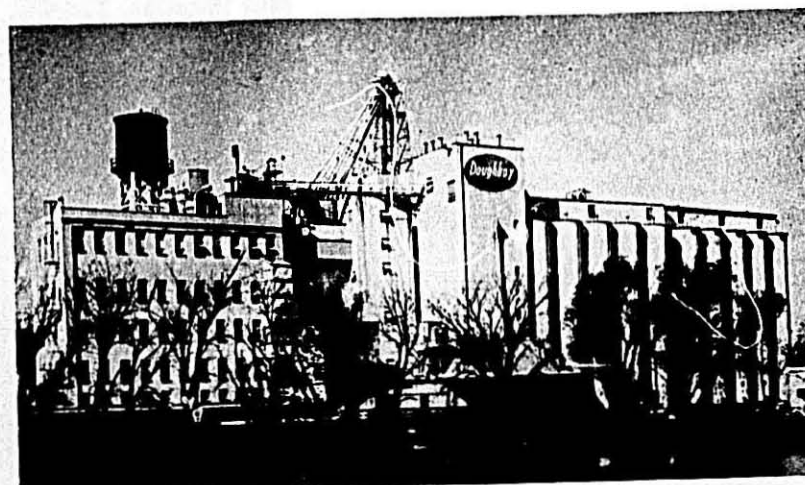
## Noodle Advertising

A. Goodman & Sons of Long Island City, New York will advertise noodles on WCBS and WOR-TV during October, November and December. Commercials featuring the freshness of eggs used in Goodman's noodles appear on the following programs: "Danny Kaye Show", "The Defenders", "Slattery's People", "The Perry Mason Show", "The Nurses", "Living Doll", "Joey Blahop", "The Martini", "The Ed Sullivan Show", "I've Got a Secret", "The Andy Griffith Show" and "Honey Jungle".

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## Casseroles Prove Hot Item

General Mills opened an entirely new supermarket department with its introduction of "high style" casserole dishes, Bruce Atwater, marketing manager of the company's Grocery Products Division, told a meeting of the Twin City chapter of the American Marketing Association. Atwater said the products have passed packaged potatoes in sales and are approaching the level of cake mixes.

### Long Range Plans

Tracing the long-range planning that went into casserole development, Atwater said it began with a company decision in the late 1950's to diversify into food areas other than flours and cereals. A start was made with packaged mashed, au gratin and escalloped potatoes.

Since au gratin and escalloped potatoes required dry sauce mixes, noodles packed with a sauce seemed a logical next product to tag along with the potatoes. So Noodles Romanoff was developed from a Betty Crocker Cookbook recipe.

In market tests launched in 1961, Noodles Romanoff "took off like a scared goose," Atwater said. A year later it was in national distribution. At this point, General Mills planners began thinking in terms of casseroles as a dis-

tinct product group, apart from potatoes. The market was researched, packages designed, and advertising tailored to new research finding.

Consumer response to the next introductions—Noodles Almondine, Noodles Italiano and Macaroni and Cheddar—established guidelines for rice casseroles, main dishes and a chili type product, Mexi Casserole, now in test market segment.

Atwater said the casseroles, with gourmet appeal and top quality ingredients requiring a premium price, filled a hitherto unoccupied market segment.

"We could have called our first effort 'Noodles with Sour Cream Sauce' instead of Noodles Romanoff," he added. "But the result probably would have been far different."

## Fried Rice-A-Roni

Golden Grain Macaroni Company has announced the development of Fried Rice-A-Roni with Almonds, a convenience food containing parboiled long-grained rice, vermicelli, vegetables, a Chinese-style chicken-flavored sauce, and sliced almonds. Each six-ounce package serves four to six people.

## Gooch Convenience Dinners

Gooch Food Products Company of Lincoln, Nebraska is offering four new

convenience dinners which they describe as follows: "Spaghetti with Meat Sauce," so complete it puts Italy on your table; "Noodles Romanoff," continental with a sophisticated flavor; "Macaroni and Cheese," luscious with a mild Cheddar cheese sauce; and "Chicken and Egg Noodle Dumplings," that has everything Mother's did.

Consumers are offered a 50 cent refund for mailing in three box tops from any of the Martha Gooch Dinners.

The company is also offering to exchange Gooch Red Circle Stamps offered on all Gooch products for any National Brand Stamp to help consumers fill their stamp books faster.

## Potato Prices Climb

The potato crop was the smallest in five years, and consumers, who devour an average of 102 pounds of potatoes a year, will be faced with higher prices in the supermarkets next spring, merchants say.

U. S. production in 1964 is expected to drop to 245,800,000 hundredweights, according to the Department of Agriculture, down 26,000,000 hundredweights from last year, and 20,000,000 hundredweights below anticipated normal needs.

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## SMOOTH SELLING®

By George N. Kahn

### GET ACQUAINTED WITH YOUR COMPANY

This is No. 3 of 12 sales training articles.

If I were a mathematician I would try to work out a formula to prove that the number of sales you make will depend on the amount of knowledge you have about your company.

I may not hit it on the nose, but I bet I could come pretty close.

A salesman cannot expect to sell effectively if he does not know his company and his product. Such ignorance can be compared to sailing a boat without a rudder. Company and product information are at the very foundation of good salesmanship.

At this point I want to head off some of you doubting Thomases who might say: "What about that fabulous salesman, Charlie Smith, who made a million just selling on the strength of his personality; or the great Jack Brown, who could charm an order from a sphinx?"

Not for a moment would I discount personality and charm as selling aids. They are fine attributes for a salesman, but they are not enough.

The day when a salesman can get by on affability alone is over—if it ever existed. If you'll look a little deeper into the legendary salesmen of the past, you'll find they did a lot more than slap backs. They knew their companies inside and out and used the information to make sales.

#### Customer Wants Facts

Today's customer wants facts about your firm. The buyer must be able to trust your advice and judgment based on those facts. Competition is hot, and the salesman who comes up with a half-baked presentation is inviting disaster. The prospect is not buying charm and personality; he is purchasing your product on the basis of what he knows about the producer.

The guy ahead of you may have given the prospect a thorough picture

of his company and its product and services. You can expect the buyer to compare your offer with that of your competition.

As Les Ryson, sales manager for a chemical company, tells his men: "Remember, that prospect has got a scorecard in his head. Whenever you make your pitch, he is mentally adding up your points to see how they stack up with your competitor's."

It's significant that Les' firm and many others conduct indoctrination courses to enable salesmen to hold their own in this contest.

You would not think of going unarmed into battle. Why make yourself vulnerable to attack when it comes to your bread and butter?

#### Knowledge Inspires Confidence

Company knowledge plays a positive part in selling. A buyer feels more confidence in a salesman who demonstrates that he is familiar with his company's product, policies, price discounts, organization, credit procedures, key personnel and servicing practices. And a good grasp of his firm's growth and development will make the salesman interesting as well as informative. A buyer likes an inspiring success story.

Your outfit may be a multi-million dollar corporation with an A-1 reputation. But to your prospect or customer 500 or 1,000 miles from headquarters, your company is you.

Jerry Madison, a top producing power equipment salesman, described to me one of his first experiences with a tough prospect.

"He began firing questions about my firm that I couldn't answer," Jerry recalled. "I didn't get the order, but more sadly I realized that I was actually a stranger to my own company. What must that prospect have thought of me?"

Jerry resolved to correct this situation at once. For one week he did not

make one call. He stayed home and read everything about his company and the industry he could lay his hands on. He even scoured the library for facts his company was unable to furnish him. He topped this effort off by asking for and getting a complete tour of his plant where he talked to virtually everyone he met, including the workers on the production line.

"That cram session cost me income, but I have more than made up for it since," Jerry said. "I was a new salesman and, believe me, the buyers recognized it. I was a walking encyclopedia about my firm."

Today Jerry is one of the biggest earners in his field.

#### Facts Boost Sales Ego

Now, let's forget about the prospect for a moment. I want to concentrate on you. Factual information about your company and product is bound to increase your confidence in yourself and make you a better salesman. This confidence sets up a chain reaction. You feel keener and more enthused about your job; your whole mental attitude sparkles. All this will be reflected in the way you handle prospects—smoothly and expertly.

If you know your outfit is well organized, progressive and reliable, you'll feel better about working for it. A salesman can't do his best for a company he knows little or nothing about. It always gave me a good feeling to know that my firm was financially sound, well regarded and kept its word with both its salesmen and customers.

In researching your company, you will uncover a multitude of facts which can be played up in the interview. It will help if you keep a card index for this information. This will enable you to tailor your presentation to individual prospects.

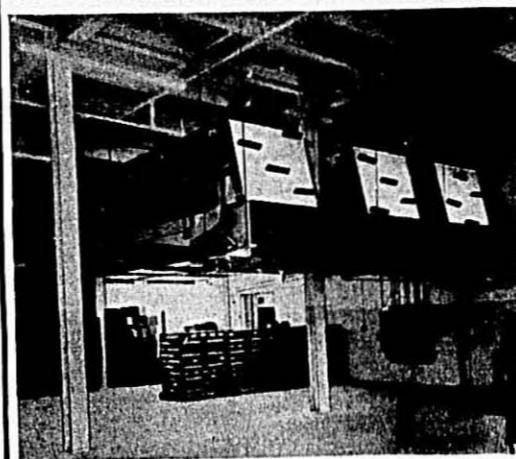
(Continued on page 30)

## STOR-A-VEYOR FOR NOODLES

AND

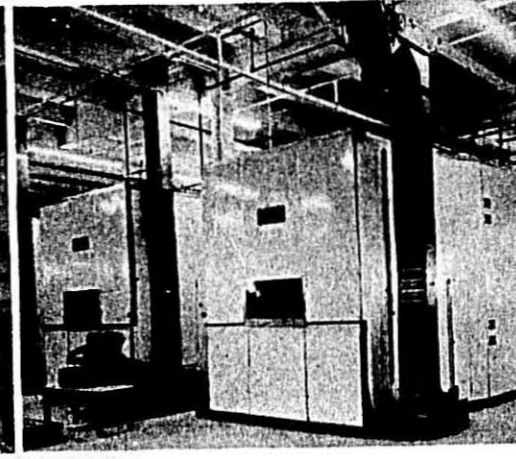
### FRAGILE SPECIALTY ITEMS

such as: Mostaccioli  
Large Shells  
Rigatoni  
Spirals

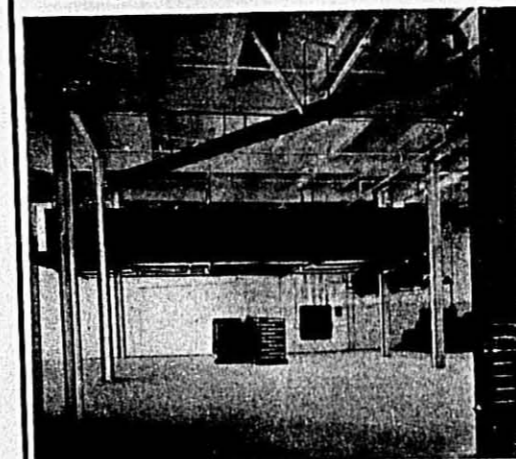


Battery of 3 Stor-A-Veyors with 24 Hr. dryer capacity — 3 Control Conveyors with dual discharge feeding 2 Packaging Lines.

Note — Ceiling Mount allows free storage area under the Stor-A-Veyors.



From Dryers to Storage



Verti-Lift Bucket Elevator picks up from the Noodle Dryer and delivers to the pre-selected Stor-A-Veyor.

Of the many macaroni firms that have solved Storage and Handling with Stor-A-Veyor are: American Beauty Macaroni Plants at Dallas, Denver, Kansas City and Los Angeles. Anthony Macaroni, Los Angeles; Majorette, Seattle; Skinner, Omaha; U.S. Macaroni, Spokane; Mueller, Jersey City and San Giorgio Macaroni, Lebanon.

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## Get Acquainted With Your Company—

(Continued from page 28)

### Selling the Company First

A \$2,000,000 a year life insurance salesman follows one main maxim: Sell the company first and then the policy.

This man, Ralph Broom, explained to me: "I figure my firm is like the lead-off man on a baseball team. He's supposed to get on base so he can be driven home. If I get my prospect warmed up to the company, then I can drive the sale home."

What should you know about your company? Experienced and successful salesmen I've discussed this matter with put these items at the top of their list:

1. History and development.
2. Size, including branches, divisions and other holdings or subsidiaries.
3. Financial structure. This comes up often in interviews. The buyer wants to know he's dealing with a sound firm.
4. Reputation. If you can truthfully boast about your company's reputation, you've got a fine selling point.
5. Everything about the product, starting with the raw material.
6. Company's distribution system. Your firm's outlets should be ingrained in your mind.
7. Credit policies. Be sure you're right on this or you can be in hot water with both the customer and your boss.
8. Handling of orders. The salesman should know how the order is processed, routed, etc. He should also find out who at the plant is responsible for the processing, amount of inventory and the billing system.

### Information Sources

This kind of data is available to the salesman from several sources. They include sales training programs, sales conferences, plant tours, promotional literature, financial reports, employee publications, brochures, sales kits and manuals.

And don't forget the best source of all—the people in your company. Ask questions whenever you need information. Somebody around your outfit will have the answer.

I know one salesman, Wilt Maran, who has a special notebook for jotting down queries about his firm. When he is at headquarters, he finds the expert on a particular matter and shoots away until he has picked the man's brain clean.

Plant tours, guided or unguided, are a must for the man who wants to build up his product and company knowledge. If your company conducts such tours, by all means take advantage of

them. If not, take one on your own. You'll find that production supervisors, office personnel, top management itself will be glad to explain their operations to you.

An eastern sales manager compels his men to visit the factory at least twice a year. The trip is then discussed at a subsequent sales meeting attended by the heads of other departments.

Your company's annual financial report is easily available and will take only an hour of your time to read and digest it.

It lists the board of directors, other officers, sales and profits, expansion programs, new facilities, product improvements, new products, employee relations, marketing operations, cost of goods sold and administrative and general expenses. All this is fuel for your sales talk.

If you're just breaking in with a new firm, ask old customers what they think of it. Chances are that you'll get a flock of endorsements that you can use profitably with prospects. After all, a company that holds a customer for ten or twenty years must have something to recommend it. I always found my regular customers eager to plug the firm. A satisfied customer is the company's best advertisement.

Harvey Willis, an internal communications system salesman, collects these endorsements into a scrapbook which he takes with him on his calls. He simply asks the customer to write him a letter telling why he buys from his outfit. The letter-filled scrapbook has won plenty of orders for Harvey. If you sell a good product for a good firm, why not make the most of these plus points.

What I tried to do here was to open your eyes to sales aids which you might be neglecting. Here is a self-survey to find out if you do know your company and are using the information to help you make sales. If you can answer "yes" to nine or more questions, you're moving toward success.

### Have You Met Your Company?

- |   | Yes | No |
|---|-----|----|
| 1. Do you really read company literature, manuals given you? .....                              | —   | —  |
| 2. If a prospect stumps you with a question about your firm, do you do anything about it? ..... | —   | —  |
| 3. Are you interested in the operation of other departments? .....                              | —   | —  |
| 4. Have you ever visited the production line at your company? .....                             | —   | —  |
| 5. Could you this minute describe your firm's distribution system? .....                        | —   | —  |

6. Do you have a pretty good idea of your outfit's financial structure? .....
7. Can you honestly tell a prospect how his order will be handled? .....
8. Do you know your firm's inventory on products you sell? .....
9. Do you feel customers have confidence in you? .....
10. Do you keep a file on company data? .....
11. Do you worry about not having enough knowledge about your firm? .....
12. Do you know the actual size of your company? .....

(Copyright 1964—George N. Kahn)

### REPRINTS FOR YOUR SALESMEN

Many sales and management executives are ordering reprints of this series of articles for distribution to their salesmen. These will be attractively reproduced in a 4 page format, three hole punched to fit a standard (8½ x 11) binder—each reprint will include the self-evaluation quiz.

When ordering reprints of the various articles of this series, address orders to the George N. Kahn Company, Marketing Consultants, Sales Training Division—Service Department, Empire State Building, New York, N.Y. 10001.

Prices are:  
1-9 copies (of ea. art.) 50¢ ea.  
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  - No. 2 Are You a Salesman?
  - No. 3 Get Acquainted With Your Company
  - No. 4 You're On Stage
  - No. 5 You Can't Fire Without Ammunition
  - No. 6 You Are a Goodwill Salesman, Too
  - No. 7 Closing the Sale
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# Happy Holidays



North Dakota Mill and Elevator

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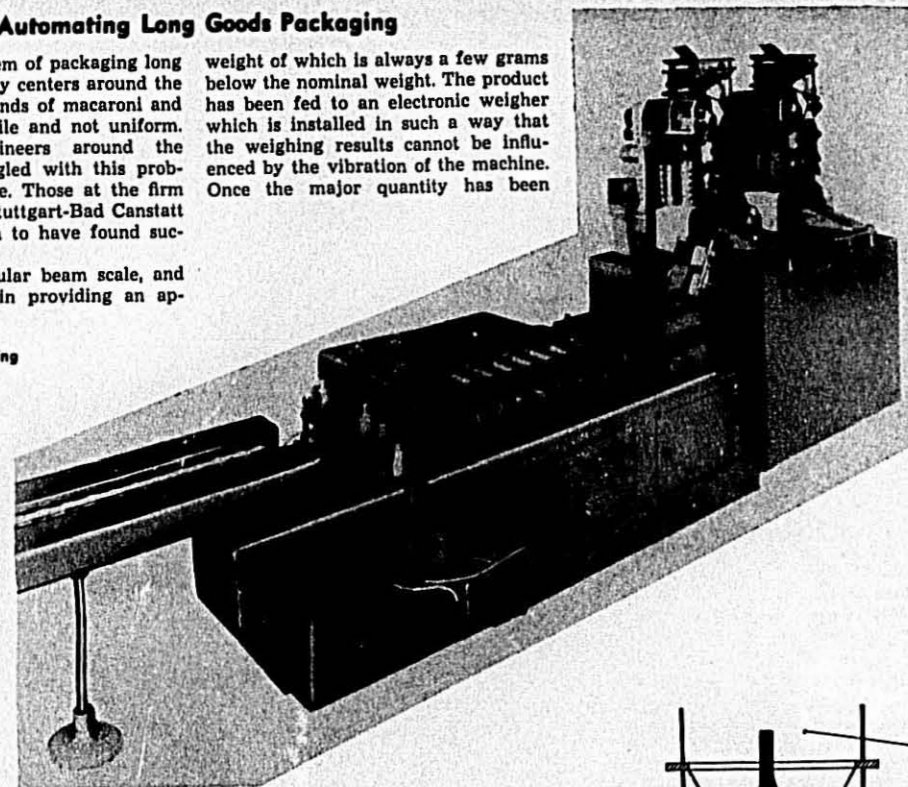
GRAND DIVISION

### Automating Long Goods Packaging

The basic problem of packaging long goods automatically centers around the fact that long strands of macaroni and spaghetti are fragile and not uniform. Packaging engineers around the world have struggled with this problem for some time. Those at the firm of Fr. Hesser at Stuttgart-Bad Canstatt in Germany claim to have found success in 1957.

By using a regular beam scale, and after succeeding in providing an ap-

weight of which is always a few grams below the nominal weight. The product has been fed to an electronic weigher which is installed in such a way that the weighing results cannot be influenced by the vibration of the machine. Once the major quantity has been



Continuously Operating Packaging Machine with two electronic fillers.

propriate feeding arrangement, the long strands of macaroni products were weighed with satisfactory accuracy.

Initially, operating at a speed of up to forty weighings per minute was considered good, compared with the difficulties which had to be overcome. But because this lagged behind the operating speeds which were commonplace in the packaging of other food products, machinery people had pressure put upon them to improve and accelerate the sequence of operation and to increase the accuracies of weights. They worked in close cooperation with macaroni manufacturers, directing all efforts to handling the fragile products very carefully so as to limit the breakage of the long strands to a minimum.

The method developed by Hesser has been diagrammed in the adjoining illustration. After the spaghetti or macaroni are cut to their proper length for packaging, they are carefully fed to a weigher via only one chute. Accuracy in weights is obtained by first separating a given quantity of the product which is discharged into one of the weighing buckets located on a wheel. The weighing buckets contain a quantity of pre-measured long goods, the

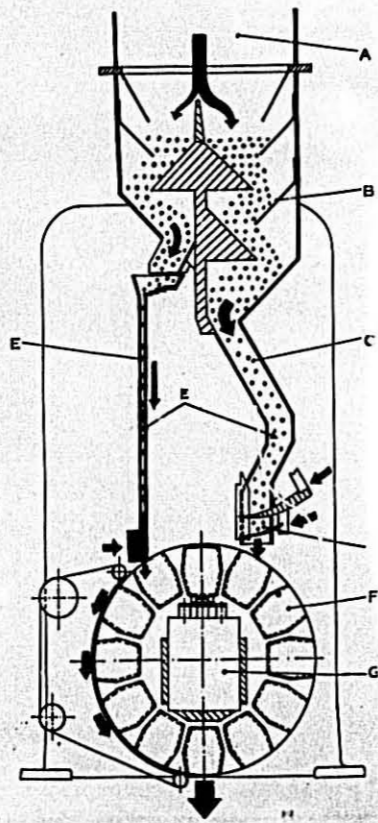
gathered by the weigher, it signals a control system which causes the addition of the strands that are still lacking to the nominal weight to dribble down the feed chute.

In packaging other food products, special efforts are frequently made to increase the operating speed of the filling equipment to maximize the utilization of the packaging parts. Up till now, 80 to 85 carton packages could be made per minute on an intermittent motion machine. In order to obtain higher speeds for the packaging in set up cartons, a new continuous motion machine was developed equipped with two electronic filling machines operating up to a maximum speed of 180 packages per minute.

(Continued on page 34)

Schematic Diagram of Weigher

- A. Chimney feed for long strands.
- B. Vibrator.
- C. Gross Feed Chute.
- D. Gross Feed Chamber.
- E. Dribble Feed Chute.
- F. Weighing Bucket.
- G. Weigher, supported free from vibration.



THE MACARONI JOURNAL

OUR BEST WISHES  
FOR A  
HAPPY HOLIDAY SEASON  
AND A  
PROSPEROUS NEW YEAR

V. JAS. BENINCASA

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- 2—Egg Solids and Color Score in Eggs, Yolks and Egg Noodles.
- 3—Semolina and Flour Analysis.
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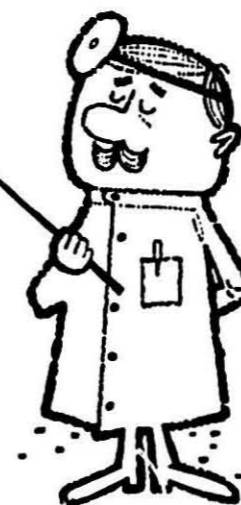
### FOOD FOR THOUGHT

National Macaroni  
Manufacturers Association  
Winter Meeting Theme

Hotel Diplomat,  
Hollywood, Fla.  
Jan. 25-28, 1965

Idea  
Capsules  
on . . .

Management  
Marketing  
Promotion  
Research  
Trade  
Practices  
Profit  
Strategy



Plan to Attend!

## Long Goods Packaging—

(Continued from page 32)

A schematic diagram shows the operation of the packaging machine taking cartons from the stack. In spite of the considerably increased operating speed, only one person is required for attending the complete equipment. An electronic weigher of the same type is used in a machine designed to wrap long goods in flexible film.



**Schematic Diagram of Filler**  
 (1) Drawing of filler Hesso-tron-NT; (2) Folded cartons opened on delivery to transport bucket conveyor. Weighed merchandise inserted into carton; (3) Tuck flaps folded; (4) Closing glued end flaps; (5) Finished package.

On the flexible film machine the wrapping material is fed from a reel and if pre-printed is cut off by a photoelectric eye control in order to make sure that the print is always on the correct area of the package. After the cut-off is folded around the accurately weighed quantities of the long goods, the long seam is sealed, and then the face closures are formed. Off-weight packages are discharged by a slide.

Besides handling cellulose film the machine can be arranged to use other packaging materials that are heat-sealed. The operating speed for this type of package is up to 70 per minute with only one person required in attendance.

## Consumer Research

What do supermarket customers like—what do they want? Consumer research will tell.

Mr. Alvin Griesedieck, Jr., vice-president, marketing, Falstaff Brewing Corporation, St. Louis, said recently that the need to reestablish closer and more meaningful customer relationships must be a major objective for every operator—big or small.

Though large chains and trade associations are constantly engaged in the business of finding out, "this has not been true of the smaller chains or independent supermarkets."

He said to build the all-important volume, the supermarket must attract additional customers, and above all else, keep the customers it now has in a happy frame of mind about it.

"Faced with this important problem, why has consumer research received so little attention?"

Mr. Griesedieck, pointed to two of many reasons:

1. Operators of small chains and independents have felt customer re-

search is always for the next guy and not for him.  
 2. They think research has too big a price tag.  
 He said that a "do it yourself" research program was devised by Falstaff that:

1. Enables the individual operator to find his customers' preferences;
2. Gives the operator a reasonably clear picture of his customers' wants and needs, and
3. Does so at a minimal cost.

The operator is provided with a master list of tested questions from which he selects those in which he is most interested. The supermarket has the individual questionnaire economically printed and then puts it in the customer's bag at checkout. The customer fills in the answers and mails them for tabulation and analysis.

He said the "do-it-yourself" research really works and that in one instance it led to serious reexamination of an important department in one chain operation. In another, it led to a reconsideration of its trading stamp program, advertising and prepackaged produce.

## Hayssen on West Coast

The Hayssen Manufacturing Company has opened a new office in Portland, Oregon, to handle direct sales of their line of automatic packaging machines. Loyd Johnson will head-up the new office located at 4584 S.W. 103rd Avenue in Beaverton, Oregon. He will cover the states of Washington, Oregon and Idaho. Johnson has represented Hayssen for many years at their San Francisco Office.

Stephen A. Deutsch was recently appointed District Manager of Hayssen's West Coast sales organization, with headquarters in San Francisco. Deutsch has been with Hayssen a year and a half. He formerly was in sales with Container Corporation, Milprint and Standard Packaging.

Hayssen now has three sales offices on the West Coast; located in Portland, San Francisco and Los Angeles.

## Obituary

George J. Williams passed away suddenly at his home in Toronto, Canada, on October 21.

He was the son of James T. Williams, Sr., founder of the Creamette Company. The deceased had been associated with the Creamette Company of Canada Limited since his return from the U.S. Navy in 1946, and at the time of his death was vice president.

He is survived by his wife Joan and four children; brothers, James T., Jr., Robert H., Lawrence D. and sister, Margaret Linstroth.



John Swan

## Promotion Announced

Rossotti Lithograph Corporation, packaging producers with national headquarters at North Bergen, New Jersey announced another in a series of executive appointments recently. John Swan, sales manager of the upstate New York division has recently been named Division Manager, Northeastern Division. This takes in all of the New England territory and part of the Middle Atlantic.

Mr. Swan has been with Rossotti for 13 years and is regarded by his associates and his accounts, as well, as a creative, marketing-wise packaging man. He has had training in depth on packaging, packaging equipment, graphics, printing processes, marketing and merchandising. His schooling includes courses at the Newark College of Engineering, Newark, New Jersey and graduation from Seton Hall University, of South Orange, New Jersey. In the Second World War he served with the 14th Air Force as navigator. B24 Bombardment Group in the China-Burma-India theater. Swan concluded combat missions with the 7th Air Force from Okinawa bombing Japan. His war service encompassed three years.

Mr. Swan is married and resides with his wife, the former Bernice Saylor, in Pittsford, New York.

Rossotti is well known nationally as a leader in the manufacturing of creative packaging for the food industry.

## Buitoni Campaign

Buitoni Foods Corp. of South Hackensack has launched an advertising campaign in New York, Boston, Philadelphia, Providence, New Haven and Hartford areas. Promotion includes one-minute commercials on three New York television stations, radio and bus ads.

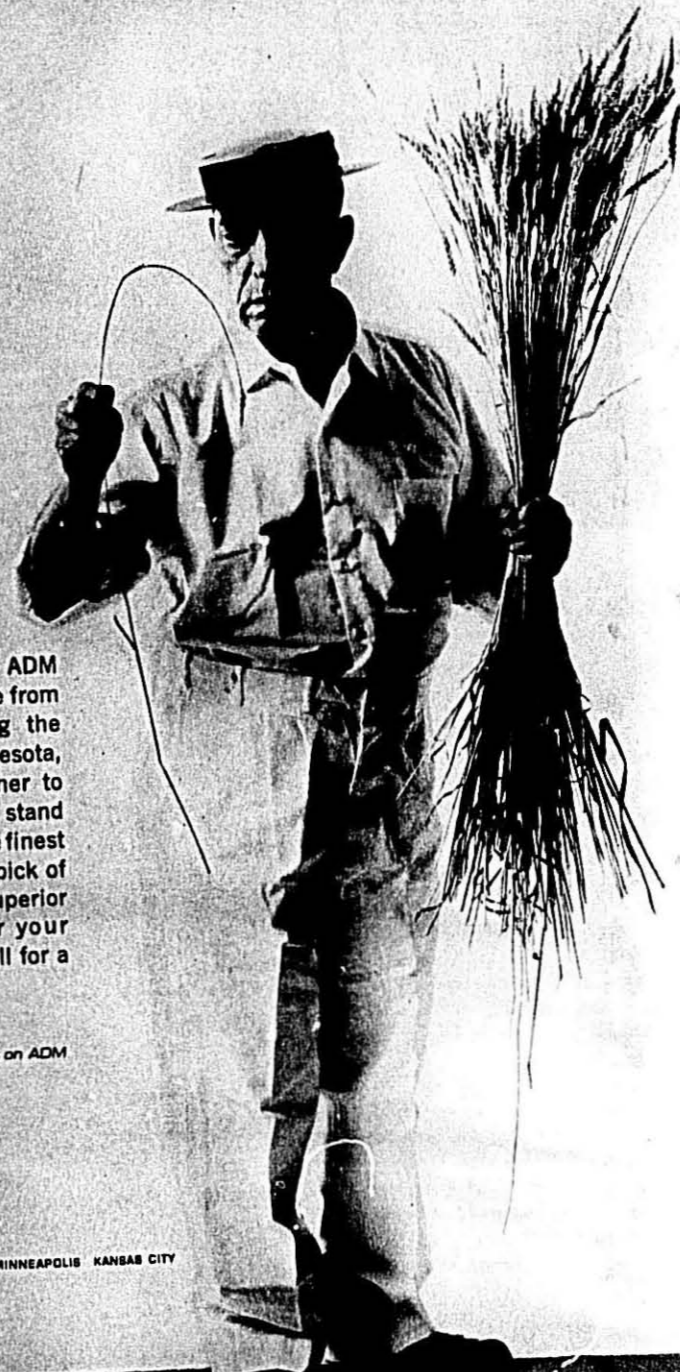
# so who wants choice wheat?

We do! That's why experienced ADM fieldmen scout the Golden Triangle from springtime 'til harvest. Roaming the eastern Dakotas and western Minnesota, they check soil, seed, and weather to find just where the durum will stand strong and straight—heavy with the finest grain. That's how ADM gets the pick of the crop. That's why ADM mills superior semolina . . . every time! For your next order . . . bag or bulk . . . call for a quote from ADM.

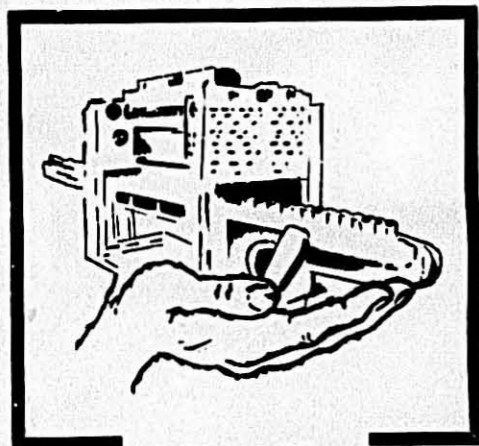
Where top performance counts, you can count on ADM



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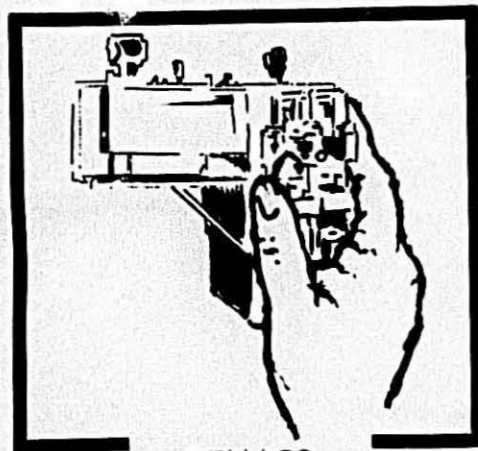


**DEMACO  
DIRECT CANNING SPREADER**

Only Demaco's direct canning spreader offers you the unique advantages of a spreader with an accurate measuring system plus direct feed into cans. All originated, engineered and manufactured by the same company. This results in unequalled flexibility and provides the greatest possible degree of freedom for the operator and the process planner.

If you are planning to can spaghetti and want this investment to pay back full dividends—come see the Demaco direct canning spreader. Make sure the press you choose offers all the important features that Demaco offers you.

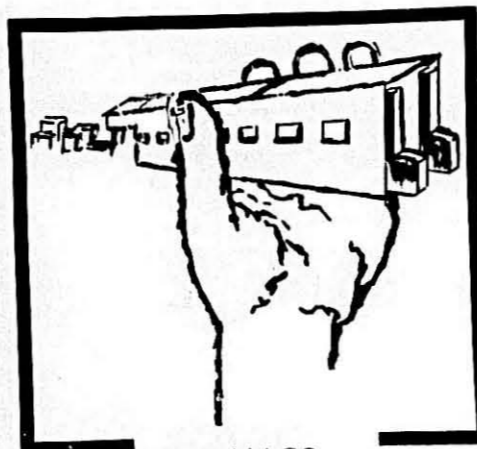
Write in for 16mm film showing the Demaco can spreader in actual operation.



**DEMACO  
2 HEAD SHORT CUT PRESS**

The new Demaco Short Cut Press with two extrusion heads assembled in one compact unit will produce over 2000 pounds per hour of short cuts. Here the accent is on quality, production with slow, slow extrusion over two dies. Before you buy, investigate the many outstanding features offered by Demaco. This new Demaco 2000 pound per hour press is planned for tomorrow's needs, today. This is the key to better production capacity needed today. Over the past 20 years, the outstanding performance of the 1000 lb. Demaco short cut presses have proved their value in longest service and lowest operating costs. Demaco's 2000 pound per hour press has even higher standards of quality and still lower maintenance costs. For more information write or call De Francisci Machine Corporation.

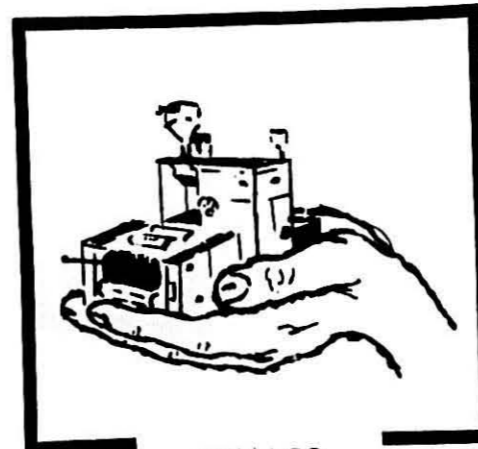
with **DEMACO** equipment!



**DEMACO  
LONG GOODS  
CONTINUOUS LINE**

Compare Demaco's Automatic Long Goods Continuous Line with all others. Compare dependability . . . day in and day out guaranteed drying of all spaghetti, perciatelli, bucatini, spaghettoni, vermicelli, capellini, linguine and linguine fine. Compare Sanitation—Access throughout the entire dryer for vacuum cleaning or washing down. Compare Quality—all components are from America's top manufacturers as Taylor, Moore & Honeywell Instrumentations, U.S. Motors, Torrington fans, Allen Bradley Controls, Link Belt. Service—24 hour daily production at 1500 lbs. per hour. Trained Demaco field engineers instruct your employees. Installation—easy installation as dryer is completely erected at plant and then numbered for knock down, making easy erection.

Come see how the entire 24 hour daily production, a total of 36,000 lbs. can be packed in less than 8 hours.



**DEMACO  
4 STICK SPREADER**

Demaco's new 4 stick spreader with a production of 1500 lbs. per hour or up to 2000 lbs. per hour. The spreader that is designed with two (2) extrusion heads and two (2) sets of connecting tubes, producing highest quality at a slow extrusion rate.

The spreader that takes the same floor space as the 1000 lb. press and has the "trade approved" Demaco single mixer extrusion press with the completely vacuumized mixer.

Demaco's 4 stick spreader is now operating in many plants and a personal inspection can be arranged for you to see the press in actual operation.

**THE MACARONI INDUSTRY'S HELPING HAND . . .**

**DeFRANCISCI MACHINE CORPORATION**  
Brooklyn, New York 11237

46-45 Metropolitan Ave.  
Phone: EVergreen 6-9880

## WAY BACK WHEN

### 40 Years Ago

• The clamor against color was climaxed by the editorial, "Camouflaged macaroni must go." A referendum was being held to line up support for the sponsors of a bill outlawing "added color" in the coming session of Congress.

• Export data released by the Department of Commerce showed 7,159,884 pounds of American made products going overseas in 1923. Best customer was the British Isles with the West Indies second.

• To blanch or not to blanch was a "friendly" controversy, with ardent supporters on both sides. Some held that rinsing in cold water after boiling would ruin a product's flavor. Others said it was unnecessary if top quality semolina were used.

• In opposing a proposed child labor law, the Chamber of Commerce of Davenport, Iowa, said: "It would inoculate in the American home the serum of socialism in its most fatal form. It would add to taxation, now over-heavy, and turn loose throughout the country an added hoard of prying office holders." In short, the Chamber feels that the proposed law is revolutionary.

### 30 Years Ago

• Evaluation of operations under the Macaroni Code Authority were taking place. Two noodle firms lost the use of the Blue Eagle for violations of the code.

• Complaints came in on the claim of the Southern Rice Millers, which said: "A nickel's worth of rice is the best caloric food value that can be purchased." The book by Dr. J. C. LeClerc on "Macaroni Products" showed macaroni richer than rice in three essential elements of nutrition. In calcium, two and a half times; phosphorus, 40% higher; and iron, 30% better. In the U.S. Department of Agriculture Bulletin No. 1383 "Food Values and Body Needs," a pound of rice was reported to supply about 1500 calories of energy, while macaroni supplied 1625. This was good?

• Census data was released showing a mortality of 57 macaroni plants between 1929 and 1933. But the 296 doing business in 1903 had more wage earners than four years before.

### 20 Years Ago

• A Chicago conference was set for January 25. On the agenda would be

discussions of the semolina-egg-container situation; availability of machinery and other equipment; new government regulations; and postwar planning.

• James J. Winston read a paper on an improved method of determining egg solids in egg noodles before the Association of Official Agricultural Chemists.

• In California, sales to new owners were made of the Santa Rosa Macaroni Company and the Florence Macaroni Company.

• Jack Ross was elevated to the presidency of Grocery Store Products Company, while Frank P. Viviano was elected president of V. Viviano and Brothers Macaroni Manufacturing Company of St. Louis.

• Jim Driscoll, macaroni buyer for the government during the war, announced his intention to retire from that position.

### 10 Years Ago

• Senator Milton R. Young of North Dakota recommended that acreage allotment controls be lifted from durum because of rust losses. The Minneapolis Tribune reported that varieties of durum resistant to 15-B stem rust might be in the cards for 1956.

• Sales Management Magazine reported that diets or no diets, macaroni had chalked up a \$16,000,000 sales gain.

• National Macaroni Week got television coverage ranging from Garfield Goose to Jackie Gleason.

• The U.S. District Court for the District of Delaware upheld macaroni standards in the long pending case of the United States versus Buitoni 20% Protein Spaghetti.

### Statement of Ownership

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INTERESTED in purchasing surplus equipment in macaroni/noodle plants. Box 217, Macaroni Journal, Palatine, Ill.

WANTED—Used egg doser and metal macaroni storage truck bins. Box 218, Macaroni Journal, Palatine, Ill.

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ROBERT M. GREEN  
(Signature of editor, publisher,  
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THE MACARONI JOURNAL



May this holiday season  
bring joy to you and your  
loved ones and may the new  
year bring you health,  
happiness and success.



UNITED STATES PRINTING & LITHOGRAPH  
Division of Diamond National Corporation  
Executive Offices, New York, N. Y.

# So what have we been doing lately? ”

We told 71,000 grocers that macaroni is the one item that returns 655% extra profit in related sales. Here's the ad from Progressive Grocer, October, '64.

More returns 655% profit per unit?

**Macaroni**  
... etc. Every dollar spent for macaroni  
... your hat. National Macaroni Week 1964  
GENERAL MILLS DURUM SALES



We displayed 47 brands of Macaroni products in the General Mills main office during October.

We sent out 281,417 pieces of mail from General Mills, carrying the "Support National Macaroni Week" over-stamp. And sent an award of one share of General Mills Stock for the closest guess in our contest for customers. Henry D. Rossi, Sr. is the winner.

We also continued to supply the highest quality Durum products for the macaroni industry.

GENERAL MILLS DURUM SALES 